FORMERLY THE SPICE MILL

COFFEE & TEA

and The Flavor Field

78th YEAR

FEBRUARY 1955

C. E. BICKFORD & CO.

COFFEE BROKERS
AND AGENTS

NEW YORK 88 Front Street NEW ORLEANS 427 Gravier St.

Have you seen our bookles, "COLOMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking. colombia, THE LAND OF Careful cultivation . . . Constant experimentation . . . Assure perfect quality the year 'round

NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA

Member of Pan American Coffee Bureau 120 WALL STREET • NEW YORK 5, N. Y.



J. ARON & COMPANY, INC.

Coffee Importers

GREEN COFFEES FROM ALL OVER THE WORLD



NEW ORLEANS

NEW YORK 91 Wall Street

SAN FRANCISCO 242 California Street



NEW YORK

Direct Representation SANTOS Rio de JANEIRO PARANAGUA



SAN FRANCISCO

NEW ORLEANS 336 Magazine Street

CHICAGO 404 No. Wells Street

Offices of Representatives in Coffee Producing Countries all over the World.

Canco's '55 campaign ... selling

At your right is a reproduction of the ad featuring the mouth-watering Pennsylvania Dutch Dinner. It's the opening ad in Canco's spectacular 1955 consumer advertising campaign . . . a campaign that promises to be even more strikingly effective this year than it was in 1954!

Pennsylvania Dutch Dinner will appear in full color on two pages in the February 14th issue of Life, and the February McCall's and Good Housekeeping. That means a potential audience of 47,700,000 will have their appetites whetted by tempting recipes that call for a variety of canned foods.

This is an opportunity for you! See that your brands are highlighted-priced attractively and displayed prominently in your retail outlets.

With Pennsylvania Dutch Dinner, we continue in '55 what we started in '54 . . . to create a buying urge and help build the prestige of all canned foods and beverages. This means, again this year, profits for you ... if you cash in on it!





FREE

Mats or photographs for newspaper advertising . . .

To help YOU get YOUR brand featured in food retailers' newspaper ads, Canco has mats for the main illustration of this Pennsylvania Dutch Dinner ad (2 col. 65 screen) for any tie-in program you may work out with your retailers. A mat or photograph will be sent FREE direct to any retailer planning such a promotion. Requests should be addressed to: American Can Company, Sales Promotion Division, 100 Park Avenue, New York 17, New York.

Go first to the people who are first!



AMERICAN CAN COMPANY San Francisco; Hamilton, Canada

your products to all America!





Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Digby 4-8777

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Teletype: NY 1-3368

Coffee & Tea Industries and The Flavor Field, published monthly by the Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, February 1955, Vol. 78, No. 2. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.



PRODUCTION RECORDS PROVE SAVINGS with the BAR-NUN Bag Feeder, Opener and Weigher

Important savings through improved accuracy, increased speed and efficiency . . . that's the production record of the Bar-Nun Bag Feeder, Opener and Weigher in scores of coffee plants. After operating the Bar-Nuns shown in this picture for three years, the user wrote,—

"Repeated checks show the extreme weighing accuracy, and our production records show the tremendous capacity and economy of our Bar-Nun machines."

The Bar-Nun speeds packaging production; at the same time, it cuts packaging labor requirements sharply. Less than half of one operator's time will keep a Bar-Nun oper-

ating at capacity . . . up to 1800 one-pound bags per hour, automatically fed, opened, weigh-filled and ejected. In addition, the extreme weighing accuracy of the Bar-Nun will save many pounds of coffee every day it is in operation.

With a Bar-Nun Bag Packaging unit you can . . . (1) stop costly overweights; (2) end the danger of underweights; (3) increase and maintain your bag packaging production at a steady pace; (4) cut your packaging labor payroll. Why not write for complete information on the Bar-Nun Bag Feeder, Opener and Weigher TODAY and benefit by these worthwhile economies.



B. F. GUMP CO. 1312 S. Cicero Avenue, Chicago 50, Illinois

-Engineers and Manufacturers Since 1872 -

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS

BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS

DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

FEBRUARY, 1955

SCHAEFER KLAUSSMANN CO., INC.

- . 99 WALL STREET, NEW YORK 5, NEW YORK
- . 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents





P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N.Y. Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador El Salvador • Guatemala • Honduras • Mexico • Venezuela

the coffee erewing institute, in



@1955



Coffee Brewing Institute, Inc. promotes improved measure

There is no finer coffee salesman than fine coffee itself. But the costly and elaborate precautions taken by roasters to protect their delicately perfected product are all too often in vain. The best-planned distribution systems, the most scientific processing and most modern packaging are not, unfortunately, proof against incorrect brewing by the housewife herself.

That's why we're glad The Coffee Brewing Institute, Inc. has made available an improved Standard Coffee Measure for distribution to your customers. Most roasters already have received samples.

better coffee in the cup

Correct measurements for home coffee brewing are clearly marked on the inside of the bowl of the Institute's measure, and the name of The Coffee Brewing Institute, Inc. appears on the handle. By offering the measure to your customers, you will help them make coffee according to the industry's recommended proportions, and thus assure that the quality of your coffee is retained in the cup. (The measure is identical in capacity with those previously available through either the National Coffee Association or the Pan-American Coffee Bureau.)

an inexpensive premium

The practical success of the measure as a premium is due partly to its convenient size, and partly to the "service" nature of its appeal. The measure is small enough to be taped easily to cans or bags, or to be packaged inside a standard 1 lb. can. Its usefulness is immediately clear to the consumer and so tends to increase both sales and good will. Your name may be imprinted on the measure, a timely and constant reminder of your brand as synonymous with the brewing of good coffee.

samples now available

If you want a sample or information, we suggest you write directly to The Coffee Brewing Institute, Inc., 551 Fifth Ave., New York 17, New York.

Through the continued efforts of the Institute, the P. A. C. B. and the N. C. A. look forward to the American consumer becoming increasingly well informed on the subject of correct methods of brewing coffee.

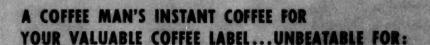
Sincerely yours,

Chas. G. Linksay



FOR OUR TRADE CUSTOMERS

This totally NEW soluble coffee from our NEW plant* represents the furthest advance yet made in soluble coffee. It is the result of years of fundamental coffee experience; plus proven, practical processing skill; plus high grade coffee selection to rigid standards.



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- SOLUBILITY
- Q RICH COFFEE FLAVOR

- AROMA
- **UNIFORMITY**
- Q LOW MOISTURE

- STYLE
- Q CLARITY
- SHELF LIFE

TO ENCOURAGE CUSTOMER LOYALTY ... HARNESS OUR ECONOMICAL AND DEPENDABLE 100% TRADE PROCESSING SERVICE TO YOUR COFFEE OPERATION

HARRISON COFFEE

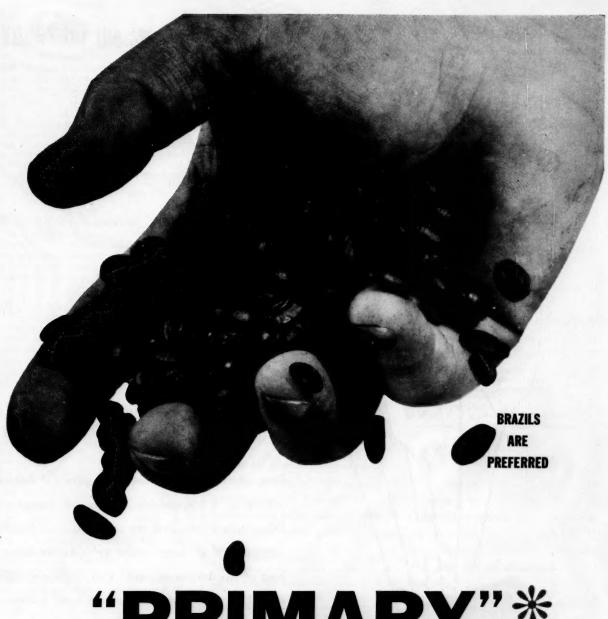
Coffee Processors to the Trade 601 WEST 26th STREET, NEW YORK 1, N. Y. + PHONE: ALGONOUIN 5-3914



*Dally Capacity - 4,000 cases of 24/2 oz. jars.

@ REG. U. S. PATENT OFFICE

8



"PRIMARY"

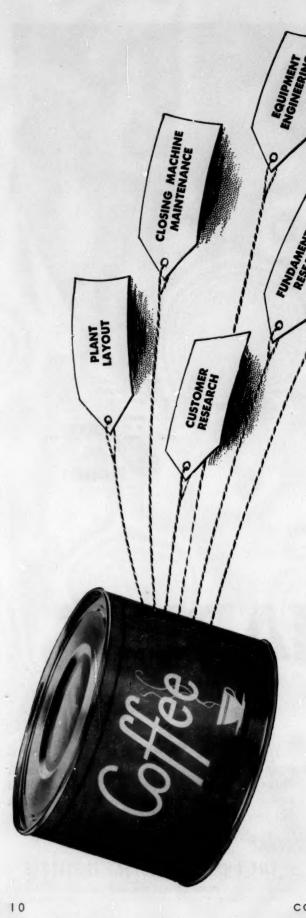
* MEANING "FIRST"- first with those who love fine coffee. Almost every U.S. blend is all or part Brazilian because of the quality, as well as the marvelous variety. In fact, Brazil raises nearly half of the whole world's coffee supply.

Such popularity must be won - in competition with all other coffees. Naturally many Brazils are absolutely the finest - they are primary - like the Franca, Campinas and Ribeirao Preto crops.

Each year, Brazilian coffees come north - American manufactured and processed goods flow south. This two-way trade totals at least a billion dollars a year - an economic fact in which we of the coffee industry may well take pride.

THE BRAZILIAN COFFEE INSTITUTE

120 WALL STREET, NEW YORK 5, N. Y.



there are strings attached

to every Continental coffee can order

Our interest in our customers goes far beyond delivering a dependable supply of beautifully lithographed cans that are right for your packing methods. With every order we make available a host of worthwhile services. Our coffee-packaging specialists tailor these services to your individual needs. Why not let us see what we can do for you. It'll be a pleasure!



CONTINENTAL © CAN COMPANY

Eastern Division: 100 E. 42nd St., New York 17 Central Division: 135 So. La Salle St., Chicago 3 Pocific Division: Russ Building, San Francisco 4

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8-GRANULATORS

This is a four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9-MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10-SUPERFINE PULVERIZER

The principle of pulverizing by air attrition and impact, with simultaneous classification and recycle in a single machine, is described in a new fourpage illustrated catalog issued by the Schutz-O'Neill Co., 311 Portland Avenue, Minneapolis 15, Minn.

11-FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Mashinenfabrik, Bergisch Gladbach Bei Koln. U. S. representative: Ulbeco, Inc., 19 Rector St, New York City.

12—coffee Roaster
"Superior roasts at lower cost" is the title of this four-page bulletin describing the new Gump Ray-Nox Coffee Roaster. The roaster is illustrated from various angles, and specifications are presented. Included is a listing of recording thermometers and controls available on the roaster. B. F. Gump Co., 1325 S. Cicero Ave., Chicago 50, Ill.

FEBRUARY, 1955

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO. 106 Water St., New York 5, N.					
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Formerly THE SPICE MILL

FFEE & TEA NDUSTRIES and The Flavor Field

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money in tea packing plants

Representatives: Chicago — Joseph Esler, 6241 No. Oakley Ave.: New Orleans — W. McKennon, 627 Dumaine St.; San Francisco — Mark M. Hall, 461 Market St.; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitando 191; Santos — Tullio Catunda, Praca Maua, 29-s/217.

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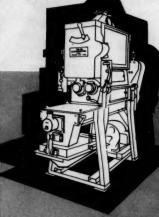


News from key cities63-67

Pioneer Publication in Coffee, Tea, Spice, Flavor

want to help your salesman sell more coffee?

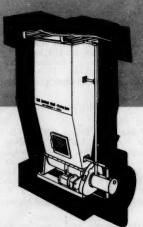
then give them coffee with perfect uniformity —



-IN GRIND

Growing in popularity because of its consistent performance, the BURNS No. 35 Granulator turns out sharp, uniform grinds in any range and holds with meticulous accuracy any desired setting, hour after hour.

then give them coffee with perfect uniformity —



-IN MIXTURE

Designed to overcome the ever present separation of fine from coarse granules occurring in any ground coffee handling, the BURNS True-Flow Bin is the only bin that guarantees delivery of your coffee to the scale in the same consistent mixture that came out of the granulator.

For perfect uniformity of your finished product there is no combination like the Burns #35 Granulator and the Burns True-Flow Bin. Send for Bulletins 35G1 and 11J3 and find out how easily you can help your salesmen sell more coffee.

JABEZ BURNS & SONS, INC.
11th Avenue at 43rd Street . New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF FOOD PROCESSING EQUIPMENT

Engineers

six ways to sell more coffee at retail

By J. SIDNEY JOHNSON

This is the second half of a hard-hitting report by Mr. Johnson to the recent National Coffee Association convention. Assistant vice president for sales of the National Biscuit Co., Mr. Johnson is also director of trade relations for that company.

First, and most important, coffee features in retail grocery advertising in newspapers or on the radio, if selling prices are competitive and supported by in-store displays, are

most effective in promoting greater retail sales.

Featuring coffee at less than replacement cost, while prices were advancing so rapidly, was obviously a powerful sales stimulant. But successful food store operators tell me even now that the more they feature coffee, the greater store traffic they enjoy. In one city, store tests reveal that for every dollar increase in coffee sales, food store operators get \$22 increase in total grocery sales. That may be optimistic, but operators universally agree that coffee features in retail advertising is a sure-fire traffic builder. Their only reservation is that retail prices must be competitive.

One of the best ways I know of to persuade operators to feature coffee more frequently and with greater emphasis,

is to pay for cooperative advertising.

I know this is a highly controversial subject. I have been on both sides myself. I have collected thousands of dollars for cooperative advertising as a food distributor. I have argued against cooperative advertising until NABISCO decided the first of this year to offer an advertising and display allowance.

However, I feel sure that some allowance for advertising and display would gain enthusiastic support from food store operators, because advertised coffees today are sold at little

if any profit.

But cooperative advertising must not be deducted from the face of the invoice, or it will merely encourage further

Secondly, you can sell more coffee at retail if you can

prove the profitability of your advertised brands.

In one Eastern chain with sales just short of \$100,000,000, all coffee sales amounted to 2.6 per cent in 1953. Sales per square foot were \$5.23 (sixth among all commodity groups). Gross profit was 80 cents per square foot (tenth among 36 commodity groups). This is exceptional.

Another Eastern chain with average annual sales of \$3,000,000 per store reports dollar sales have increased faster than total chain sales since 1951. But tonnage has not

increased proportionately.

This chain measures product profitability per lineal foot of shelf display. Among 27 commodity groups, coffee is number 13. The yield per foot is higher for frozen food, ice cream, sauces, olives, paper, housewares, bread, candy, drugs, mayonnaise, meat, fish, spices and pastry.

The profitability of coffee appears higher here than it actually is, because the yield exceeds 11 commodity groups by only five cents per lineal foot per store per week. The differential between commodity groups yielding a higher

gross is 18 cents.

Incidentally, during the price rise this chain reported instant sales jumped from 17 per cent to 35 per cent of total coffee sales and many customers switched to tea, cereal coffee, cocoa, etc.

Sales of bag coffees are reported to be losing ground to

both can and instant.

What are the sales and profit per square foot or lineal foot of space for your brands? Can you tell me? Unless you are concerned about the retail sales and the product your brands deliver from the space occupied, you cannot expect the cooperation of food store operators in selling your brands.

In Cleveland, the Progressive Grocer will soon report an exhaustive survey in Foodtown Stores. Coffee sales were high, 5.7 per cent of total sales, 4 per cent for regular and 1.7 per cent for instant. And surprisingly the regular showed a better gross profit, 7 per cent, than the 5.4 per cent for the instant. This is contrary to the experience of many other food store operators, who claim soluble coffees are more profitable than regular. Considering the small amount of shelf space occupied, I'm pretty sure instant coffees should show greater sales and profit per square foot.

There is terrific competition within a store for shelf and display space. In self-service stores, the success or failure of a brand is often determined by the location and the number of rows of package facings on the shelf.

Salesmen today must be better informed, better equipped and better supplied with better sales tools, if they are to develop for their customers the greatest dollar sales and profit.

I'm not going into the controlled brand coffee situation except to say that there seems to be a place for such

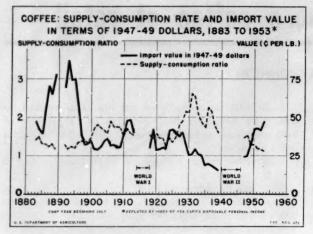
(Continued on page 32)

Trade Roast

By DOUGLAS WOOD

Familiar Faces





COFFEE: ACTUAL IMPORT VALUE AND IMPORT VALUE EXPECTED FROM STATISTICAL EQUATION, 1883-1949*

VALUE (c PER LB.)

— Actual value

30 — Expectations from supply-demand and cyclic position

1880 1890 1900 1910 1920 1930 1940 1950 1960

CRAFTEAS ESCANDIAGES

**PARTITION OF THE ALERT CONSTRUCT STRUCKLESSING PRICE CONTROL PERSON

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Figure I

Figure 2

supply and demand in relation to the price of coffee

By HENRY HOPP, Chief
Trade Statistics & Economic Geography Branch
Foreign Agricultural Service
United States Department of Agriculture

With the world's coffee industry—Latin America's producers especially—deeply concerned now with smoothing out wide swings in prices, this study by a top USDA economist has special point.

The study suggests some ways to get at the problem of huge price shifts.

Mr. Hopp is daring. He offers an equation for calculating import value based on historical market factors.

This article is not his study in its entirety. If you want to go on to test his theory, you'll especially need the extensive tables he compiled. They are in USDA's Foreign Agricultural Circular FCB 30-54, available at that department in Washington, D. C.

The study is not presented here out of agreement with its tenets, but as a serious and stimulating contribution on the economy of coffee.

Since the terms supply, demand and price are general concepts, they have to be transposed into specific measures for a given commodity. In the case of coffee, the following factors were considered in respect to supply and demand:

SUPPLY FACTORS:

- (1) World stocks at start of year
- (2) Pledged stocks (not available for commerce) at start of year
- (3) World stocks available for commerce at start of year (item 1 minus 2)
- (4) Exportable production of Brazil during year
- (5) Exportable production of Brazil available for com-

merce during year (item 4 minus net increases in pledged stocks during year)

(6) Production outside Brazil

DEMAND FACTORS:

- Current world consumption level (average of world consumption for the five years preceding the current year)
- (2) Current Brazilian export level (average of Brazilian exports for the five years preceeding the current year)
- (3) Current export level outside Brazil (average of exports other than Brazilian for the five years preceeding the current year)

The price of coffee is measurable in various ways: Brazilian export or market prices, declared U. S. Customs import value, future or spot prices on the New York exchange, and wholesale or retail market prices. Of these measures, the U. S. Customs import value is the most suitable; such data are readily available over long periods and measure the average value of all the coffee imported. The other measures present difficulties in studying long-term price relationships: Brazilian prices are confounded by changes in value of currency; exchange prices by changes in grades of coffee reported; wholesale and retail prices by changes in the grades of coffee surveyed and in the survey coverage.

An aspect of price that must be considered in evaluating long-term price changes is the declining value of the dollar. In order to correctly assess the effect of supply and demand factors it is necessary to "deflate" import value for changes

in dollar value. This is done by using an index that reflects these changes. Various such indexes are available. In this study, the index of per capita disposable personal income (1947-1949 base) was used. The result of this deflation is the "real" import value; i.e., import value in terms of constant dollars.

The historic trends in real import value are shown in Figure 1. This shows import value in terms of the 1947-49 dollar, that is, independent of changes in the value of the dollar. While actual import value has been following a generally upward trend in the last 70 years, Figure 1 reveals that real import value has not shown an overall trend, either up or down. Real import values, since 1950, have been only slightly above those of the 1920's, about equal to those around 1910, and somewhat below those of the 1890's.

Another important fact that stands out in Figure 1 is that the value of coffee shows marked cyclical fluctuations. Periods of relatively high values have alternated with periods of relatively low values. In general, alternations between the inflationary and deflationary positions have taken place in two or three years. It has been characteristic of the coffee trade to experience sharp increases or decreass in value as the market situation alternated between inflationary and deflationary cyclical positions.

From the viewpoint of supply, the general picture over the last 70 years has been one of ascending quantity. However, absolute quantity gives little indication of the impact of supply on the market. Market impact depends not on absolute supply, but on the ratio of supply to the existing level of demand. Thus, Brazilian production of 5,000,000 bags in 1883, when consumption was 10,000,000 bags, represented a relatively greater supply on the market than 10,000,000 bags in 1949, when consumption was 30,000,000 bags.

This ratio of supply to consumption is also plotted in Figure 1. The ratio shows no overall trend; over the long run increasing consumption has kept pace with increasing supply. More significant is the fact that the ratio has fluctuated widely in a cyclic pattern and, in general, the ratio has been inverse to value. Periods of small supply, relative to consumption, have been associated with the periods of high value, whereas periods of large supply, relative to consumption, have been associated with the periods of low value.

This inverse relation between supply-and-demand factors and import value is expressed mathematically by a multiple regression equation. The application of multiple regression to price analysis is described in various economics and statistics books. Accompanying the equation for coffee import value, based on the period 1883 to 1949, is an example of how the equation is used to calculate expected import value for a given year.

Expected import values calculated from the equation, along with the corresponding actual values, are plotted in Figure 2, from which it may be seen that the equation gives expected values quite close to the actual. On the average, the expected values deviated from the actual values by 11 per cent.

The import value of coffee is seen from the equation to be associated with two kinds of market factors: (a) supply and demand factors, stipulated in the equation as stock-consumption and production-export ratios, and (b) cyclical position, shown in the equation as adjustments for inflationary and deflationary periods.

The effect of cyclical position is brought out graphically in Figure 3, where the solid line is actual value and the broken line is expected value based on supply and demand factors only, without regard to cyclical position. This figure shows that during deflationary periods, the actual value has generally declined to a lower level than would have been (Continued on page 21)

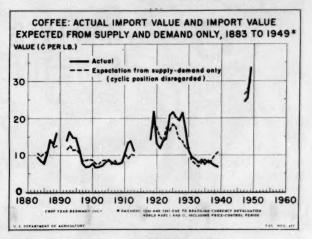


Figure 3

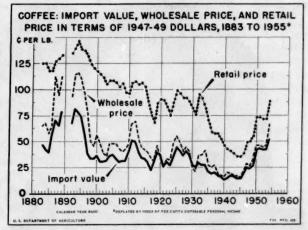


Figure 4

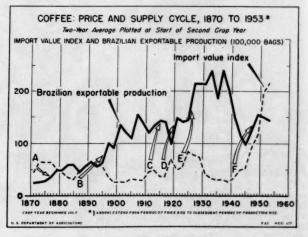


Figure 5



problems in restaurant coffee

Key questions for the coffee and restaurant industries to solve together. From a report to the NCA convention.

By WILLIAM WHEELER, Immediate Past President National Restaurant Association

There is not a restaurant operator who deliberately wants to brew a *poor* cup of coffee. Some of our people may lack know-how, and they may have varying ideas of how much cost they can put into a cup of coffee, but no

one consciously tries to brew poor coffee.

That may seem terribly obvious to you and to me, but I believe we have to realize that until we have objective factors by which to determine what constitutes a good cup of coffee, we as your customers and you as our suppliers cannot have a sound basis for working together. That is why I am so encouraged by the approach being used by

the Coffee Brewing Institute.

Last year, we asked you, "Why is good coffee good business?" The interim Nejelski report, and the complete one that is to come, will answer that question convincingly and completely. This is important to the restaurant industry. Too many of the promotional campaigns aimed at restaurant operators are just that—promotions. Too many are based on nothing more than a general desire to sell more products or more volume to restaurants. That is one reason the National Restaurant Association has made market research one of the foundation stones of its five-year development program.

We are also pleased that through the Institute you are answering other basic questions before we asked them:

What is the ideal brewing procedure for each type equipment?

What are the effects of various types of water on good coffee?

What is the ideal coffee extraction and how can we measure it?

All of this is splendid. We will watch very eagerly for the results.

During this period, we also want you to bear in mind that as restaurant operators, we also have our problems. We appreciate the cooperation your industry is giving us. As a matter of fact, when I travel about the country and talk before various state and local rectaurant associations, I tell them that the spotlight is on us at the National Restaurant Association headquarters, and on them. It is our responsibility to do something tangible to reciprocate your fine cooperation.

Three of our past presidents and a prominent member of our board are on the inter-industry committee that is advising the Coffee Brewing Institute. Though our bulletin and through other means, we are helping you to promote the showing of the coffee brewing films, as well as helping in the distribution of brewing manuals. You

can count on our continued cooperation.

However, I would like to suggest that you become more familiar with our problems and needs, too. I say this because you are not only selling us coffee, but profit and service and merchandising opportunities, as well. You must realize that as restaurant operators, we depend on our beverages, food and services to build volume and make a profit. We are more concerned with customer satisfaction than we are with buying coffee, or any other products.

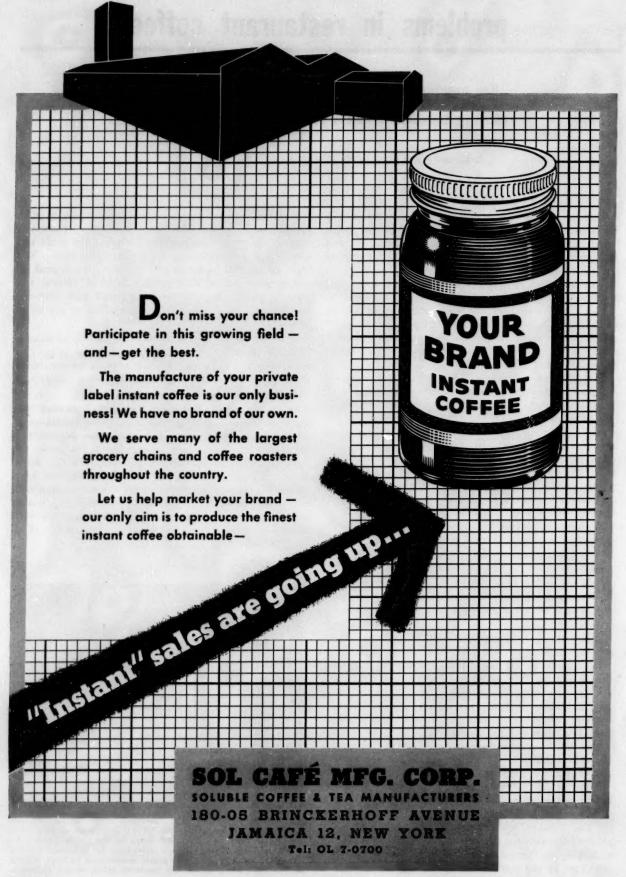
If the cup of coffee that we place on the tray or counter or table satisfies our customer and helps to bring him back time and again, we do not have to be concerned about repeat business. But doing that job is not as easy as it may seem offhand.

In an audit made at the last National Restaurant Association convention, 67 per cent of those operators interviewed stated that their biggest problems were problems of personnel. Particularly in the production areas, we have difficulties in obtaining qualified personnel. What does that mean to you? Just this. That we need your help in training the people we do get to use our equipment in brewing good coffee. You may say that this is our job, and I will not quarrel with you, But you people who supply us with coffee are experts in your field. You

(Continued on page 26)



This two-color 72-page booklet, "Specialty of the House", has the picture sequence and commentary of the colored sound slide training film of the same name. Distributed by the Coffee Brewing Institute, the booklet shows correct procedures for restaurant brewing of urn and vacuum coffee, and proper maintenance methods. Coffee packers are putting copies into hands of public service customers.



News highlights: promotion, prices, controls

NCA board gets poll report; members overwhelmingly for expanded public relations

Members of the National Coffee Association are overwhelmingly for an expanded public relations program.

This poll result was reported at a meeting in New York City last month of NCA's board of directors.

The poll was conducted to learn opinions of green and roaster members on increasing the organization's activities

Ninety-eight per cent of the members responded. Eighty-seven per cent of them agreed in principle to an expanded program.

Specific financing measures are now under consideration. The board voted to hold a special meeting in New Orleans on March 14th, in addition to the next regular meeting in St. Louis on May 23rd.

Albert Ehlers, Jr., was elected to fill the vacancy on the board left by the death of Eric K. Klaussmann, Sr.

PABC leaders on trek to member countries for bigger ad tax

The executive committee of the Pan-American Coffee Bureau, headed by president Horacio Cintra Leite, is visiting member countries to get agreement on a larger contribution for stepped-up coffee promotion and advertising.

Mr. Leite, who is United States representative of the Brazilian Coffee Institute, put the case for more funds before coffee grower, trade and government leaders in Brazil

Andres Uribe, Colombia's delegate to PACB and U.S. representative of the National Federation of Coffee Growers, presented the situation to Venezuela's coffee men.

Mr. Leite and Mr. Uribe are joining forces with Manuel Mejia, general manager of the Colombian Federation, for visits to Costa Rica, El Salvador, Guatemala and Mexico.

At present, member countries of the Bureau contribute ten cents on each bag of coffee exported to the U. S. The money is used to promote coffee consumption here.

Late in 1954, a conference of coffee men from producing countries suggested the bag assessment be upped to 25 cents a bag.

Behind this proposal was a growing concern at consumption losses in the U. S. following the great price crises of 1953-54. The need for greater promotion to recover lost ground was considered vital, especially in view of the greater crops expected to come from the world's expanded plantations.

A motion favoring an increase in the levy to 20 cents was approved by an administration junta of exporters and growers, according to a report in the New York Times.

The group also discussed the possibilities of a drive to increase European coffee consumption to offset the trend toward lower prices in the United States, the dispatch said.

In Brazil, Sylvio de Almeida Prado, director of the Rural Association of Sao Paulo, declared flatly that Brazil's coffee growers would not accept Mr. Leite's suggestion, according to another Times report.

Before leaving on the trek, Mr. Leite said the purpose of the trip was to "establish a mutually agreeable date for the 11 member countries to begin their increased payments in support of the Bureau's promotional and advertising campaigns."

OAS coffee price committee names Uribe as head; Colombia tells UN to cover all producers

Andres Uribe was elected last month to head a special committee to investigate the problems of the world coffee industry.

The committee took shape as the result of a resolution adopted at the Rio de Janeiro conference of finance ministers late last year.

Members of the committee come from the Special Commission on Coffee of the Organization of American States.

Earlier, the United Nations disclosed a note from Colombia declaring that international coffee studies should include not only the Western Hemisphere but producer and consumer countries elsewhere in the world, too.

The U. N. said the Interim Coordinating Committee for International Commodity Arrangements will soon issue a report on the question of a coffee conference.

Mr. Uribe, representative of the National Federation of Coffee Growers of Colombia, was that country's delegate to the initial OAS committee meeting, held in Washington, D. C.

Also on hand were delegates from Brazil, the United States and Nicaragua, as well as observers from Ecuador, El Salvador and Guatemala.

The committee will study the need for action to stabilize the industry both in the producing and the consuming countries.

Mr. Uribe said the first meeting was held "in a very friendly spirit of international cooperation."

Senate group rejects CEA controls on futures trading in coffee

The Senate Committees on Banking and Currency has decided against recommending that trading in coffee futures on the New York Coffee & Sugar Exchange be placed under control of the Commodity Exchange Authority.

The decision was stated in a 30-page report by the group's Special Subcommittee on Coffee Prices.

The report noted that a hearing on a Federal Trade Commission complaint against the Exchange was expected

(Continued on page 62)

"Let's Sell More Coffee"

We continue to believe

that more coffee will be sold if consumers are constantly reminded that coffee is one of the least expensive and most satisfying beverages.

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RUFFNER, McDOWELL & BURCH, INC.

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"It pays to trade the Ruffner way"

COFFEE BROKERS AND AGENTS

supply and demand in relation to the price of coffee

(Continued from page 15)

expected from supply-and-demand factors alone; during inflationary periods the actual value has usually climbed to a higher level than would have been expected from supplyand-demand alone.

The only notable exception to this cyclical effect was durin Figure 3, where the solid line is actual value and the ing the five years from 1929 to 1933. During this deflationary period, the actual value fell, as expected from the supply-and-demand situation, but it did not fall as low as would have been expected. In the extreme situation that existed at that time, when values fell exceptionally low as supply reached an all-time peak in relation to consumption, some market resistance apparantly developed to the further value-lowering effects of excessive supply.

In Figure 3, which compares actual value with the expectation based on supply-and-demand factors only, the fit is fairly good. But in Figure 2, which takes cyclical position into consideration also, the fit is much closer. These two figures show graphically how important supply-and-demand factors are, as compared with cyclical position.

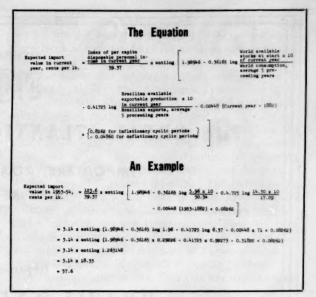
Stated statistically, 70 per cent of the total variation in value was associated with supply-and-demand factors and 14 per cent with cyclical position, while 16 per cent remained unexplained by the analytical study.

On the average, the cyclical position raised the import value by 21 per cent over the supply-and-demand expectation during inflationary periods, and depressed the import value by an average of 11 per cent below the supply-and-demand expectation during deflationary periods.

One might legitimately question whether historical relationships can validly apply to the current situation, 1949 to 1953, for import values since 1949 have been higher than at any time in the past.

It is a fact that, in actual dollars, value currently has been at an all-time high. But part of the long-term trend in coffee value has been due to decreases in the value of the dollar: the current real import value, that is, import value relative to U. S. per capita disposal income, has actually not been outside the range of past experience.

This fact is shown in Figure 1. The supply-consumption ratio, also shown in Figure 1, has been quite low in the current period. It fell from 1.30 in 1949 to 1.12 per cent in 1953. The latter value is only slightly below the pre-



Mr. Hopp's equation (top) for calculating expected import values of coffee, based on historical market factors. The example uses data for 1953-54 from one of the tables in the complete report.

vious lows of 1.15 around 1890 and 1.23 in 1923. Thus, in terms of real value and relative supply, the current situation has been, in fact, not so extreme as it might appear offhand.

It is evident that the sharp increase in import value from 1949-50 to 1953-54 was largely to be expected from the historical market factors that largely accounted for the ups-and-downs of coffee prices between 1883 and 1949. For the four years 1950-51 to 1953-54, the expected import values averaged within eight per cent of the actual import values. This is as good a fit as was obtained for the historical period from which the equation was developed.

Wide fluctuations in import value are disconcerting factors to both producers and consumers. While cyclical position has historically had less effect on value than supply-and-demand factors, it is especially significant because it makes values more extreme, causing them to go lower than supply-and-demand expectation in low-value periods and to go higher in high-value periods. Attention might therefore be given by those concerned with coffee prices to the reasons for the cyclical effects and to means of reducing their magnitude. If cyclical effects could be minimized, actual

(Continued on page 28)

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DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

New soluble plant near production stage, Harrison Coffee reports

The Harrison Coffee Corp.'s new instant coffee plant in Paterson, N.J., is near the production stage, it is reported by George Harrison, president of the New York City firm, which processes soluble coffee for the trade.

The plant occupies approximately 20,500 square feet on a single floor of a recently constructed modern trussed building free of posts. An arched ceiling with height variance of 20 to 34 feet contains a high dormer for two spray dryers. One will be used at the beginning and a second will be added later this year.

Green coffee cleaning, roasting, grinding, storage and conveying is centered in one Ideal green coffee cleaner and two fully automatic Ray-Nox roasters with the new quick-cooling Ideal Cylindrical Coolers, Mr. Harrison reveals.

A heavily concreted pit, 50 feet long, 10 feet wide and 12 feet deep, houses cleaner, blowers, bins, conveyors, weigher, etc. Roasted bean storage, blending and grinding are designed for quickest possible remote control flow to extractors, he emphasized. The coffee equipment has been furnished and installed by the B. F. Gump Co.

Extraction and spray drying equipment have been engineered to specifications dictated by the experiences of this firm, and claim is made for considerable improvement in process as well as ease of movement. The flow is such that soluble coffee from a given roast can be packed and stored within one hour after the green is dumped into the cleaner, it is stated.

A two-story section built separately in the area will be used for powder storage and packing. The rooms are of glazed block and dehumidified for the approximate air conditions needed to handle soluble coffee.

Vacuum filling and capping machines were supplied by Pneumatic Scale Corp., Ltd.; labelling and case sealing equipment by Standard Knapp; unscrambling and sundry conveying machines by the Island Equipment Co.

Equipment to pack individual units, institutional sizes and packets for automatic hot coffee vending is being added.

The firm is also expanding its facilities for preparing liquid concentrates for hot coffee vending and flavoring.

Pallets are used throughout the plant. The 20-foot height permits storage of a sizable stock of green coffee and approximately 25 carloads of glass jars without crowding.

When complete, the new Harrison coffee plant will have a minimum pressure capacity of 12,000 pounds soluble coffee powder daily, enough for 4,000 cases of 24 two-ounce jars or three and a half million pounds of powder per year.

The company's plant in New York City will continue operations

Northwest Association sparks

"one for the road" support

Lester J. Clark, president of the Northwest Coffee Association, contacted all daily newspapers in Minnesota on the "one for the road" coffee program.

He also appeared with Minneapolis Mayor Eric G. Hoyer and Police Chief Pat Walling on a television program on New Year's Eve to encourage celebrants to make the "one for the road" coffee.



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Full-Automatic Flat Bag Filling and Sealing Machine

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Can be used for glue or heat sealing—or will combine both sealing methods.

Ideal for packaging coffee for glass coffeemakers.

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Nation's restaurateurs and roasters

being told good coffee story by CBI

The story of good coffee and the part it plays in building restaurant business is being told firsthand to public eating and coffee trade groups throughout the country.

Over the past four months, representatives of the Coffee Brewing Institute have appeared before eight restaurant associations and various roaster groups located in centers from Maine to Florida.

CBI men are scheduled to talk before a number of other organizations, among them the New Jersey State Restaurant Association, the New Mexico State Restaurant Association, the Canadian Restaurant Association, the



Eugene G. Laughery

Oklahoma State Restaurant Association, and the Seventh Annual Pacific Northwest Restaurant Convention and Exposition to be held in Seattle, Washington.

The good coffee campaign was launched last September when Eugene G. Laughery, general manager of the Coffee Brewing Institute was invited to speak before the board of directors of the National Restaurant Association in Chicago.

Mr. Laughery chose this occasion to premier the Institute's new colored sound slide training film, "Specialty of the House." He also reviewed the findings of the first phase of the consumer preference survey, conducted for the Institute in restaurants in greater New York, Chicago and Los Angeles. His remarks were accompanied by a film showing six colored charts based on the study. This program pattern has since been followed.

To date Mr. Laughery and Robert Bappert, field representative for the Institute, have appeared before the Ohio State Restaurant Association, the Maine State Restaurant Association, the Virginia State Restaurant Association, the Florida State Restaurant Association, the Rhode Island Restaurant and Hotel Association, the Minnesota State Restaurant Association, the International Stewards and Caterers Association in New York City, and the New York convention of the Food Service Equipment Industry, Inc.

In addition to the foregoing activity, representatives of the Institute have presented this program before sales staffs of several coffee companies, among them the Los Angeles division of Standard Brands Inc., the Continental Coffee Co., and Albert Ehlers, Inc.

New Orleans Association promotes again

-uses sky poster at Sugar Bowl game

The New Orleans Green Coffee Association, which last year sponsored its own radio spots to tell the public the coffee story, opened the New Year with more promotion.

The green men, together with roasters in the area, rented an airplane which flew over the New Year's Day sugar bowl game in New Orleans just before game time and at the beginning of the second half.

The plane towed a streamer which declared: "Make that one for the road—coffee."



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Trading on Coffee Exchange hits three-decade peak in 1954; Lobo, Israel reelected

Trading in coffee futures on the New York Coffee & Sugar Exchange increased in 1954 to 15,650,250 bags, the largest volume since 1925.

In 1925 the total was only 301,500 bags greater than in 1954. The last year in which the 1954 volume was topped by a considerable margin was in 1913.

These facts were reported in the 73rd annual report of the board of managers of the Exchange.

At subsequent elections, Gustavo Lobo, Jr., president of the sugar importing firm of Olavarria & Co., Inc., was re-

elected president.

Leon Israel, Jr., president of Leon Israel & Bros., Inc., coffee importers, was re-elected vice president. G. W. Knauth, vice president of the National Sugar Refining Co. and former secretary of the Exchange, was elected treasurer.

Newly elected members of the board of managers are Benjamin W. Dyer, Jr., partner in B.W. Dyer & Co.; Charles F. Slover, president of Charles F. Slover & Co. Inc.; and Frank G. Brown, Jr., president of the Punta Alegre Sugar Sales Corp.

Mr. Dyer and Mr. Slover will serve for two years, and

Mr. Brown for one year.

Reelected to the board for full two-year terms were Harold F. Bloomer, Kenneth H. Fairchild, Malcolm J. Forbes and Arthur L. Ransohoff.

Chandler A. Mackey was elected chairman of the nominating committee, with John C. Gardner, William F. Prescott, Harold A. Rousselot and Frederick H. Silence as members.

"The volume of deliveries and the work of the Exchange in grading and classification also expanded sharply," the annual report said.

Dexter named assistant manager of PACB;

Van Horn appointed ad director for Bureau

Edward B. Dexter, formerly director of public relations of the Pan-American Coffee Bureau, has assumed the duties of assistant manager, Horacio Cintra-Leite, president of the Bureau, has announced.

Mr. Dexter had been in charge of the Bureau's public relations activities since 1952.

Edward E. Van Horn has been appointed director of advertising, Charles G. Lindsay, manager of the bureau, has announced.

Mr. Van Horn, who succeeds John A. Burns, was formerly associated with McCann-Erickson, Inc.

A graduate of the Naval Academy, Mr. Dexter retired from the Navy in 1949 with the rank of Rear Admiral. During the post war years, he was deputy director of public information for the Navy Department at Washington under Secretaries of the Navy James Forrestal and J. L. Sullivan.

PCCA convention May 16th-18th

The Pacific Coast Coffee Association has announced the dates for its 1955 convention—May 16th-18th.

The site needs no announcement. It is, of course, the Del Monte Lodge, Pebble Beach, Calif.

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should know all that it takes to brew good coffee.

We ask you to walk hand in hand with us on this. In the restaurant industry, the turnover of personnel may not be any greater than it is in other industries, but it hurts when we are trying to build consistent quality of our products and consistently good service. Here is another area in which we value your help. I appreciate that some of you work so closely with restaurant operators that you are their coffee brewing and serving experts. That is splendid. I hope that this spirit of cooperation will become the standard for both our industries.

We are profit-minded, but perhaps no more than any other industry. We have to make a profit to survive. I think we need to know what makes a profitable coffee operation. Your survey shows that next to cleanliness and courteous service, coffee is the most important reason for choosing a certain place in which to eat. These have been pointed out as the three C's of successful restaurant operation. This is all very useful information. But with the importance that coffee plays in restaurants, how can we best relate it to all the other necessary phases of our operations?

In the same survey that I mentioned a moment ago, 25 per cent of the operators said that controlling costs made up their most important problems. How best can we control quality and costs in relation to coffee service? We need your help here, too.

Somebody has said that success in the restaurant business depends upon a constant mastery of details. That certainly is true in serving good coffee day after day, and month after month. Whereas you, as suppliers, are largely concerned with all phases of coffee supply, brewing and service, we as operators have to multiply our concern over all phases of our business. You have become very expert in your field, but we operators have to develop judgements and ideas about one of the most complicated businesses in the world. Se we hold out our arms to experts not only in the coffee field but in every other field that touches our business. We want you to deal with us as the experts you are, but we also want you to hold a good perspective on the relationship between good coffee and the other phases of our business.

I do not mean to imply by any of this that we don't know too much about our operations. We do. In the same survey that I mentioned before, 60 per cent of the restaurant operators felt that they were doing their best job in the preparation of food. That is as it should be. Nevertheless, none of us ever contends that he knows everything that there is to know about food and coffee preparation, nor do we resist assistance and good ideas, especially when these increase volume, build customer acceptance or reduce costs.

Although we welcome help, I want to warn you that we do not make changes until we are convinced that we can produce better products or do a better job of serving customers. And there is no more convincing argument than practical evidence that it has been done before.



Our industry is filled with people from Missouri. They want to be shown. That is why the studies you are conducting through the Coffee Brewing Institute are so important. The case histories the Institute is putting together in greater New York, Chicago and Los Angeles are based on actual practices, on actual customer reactions and on realistic observations. This is an important factor in our acceptance of your program.

The restaurant business is a highly competitive business. We cannot afford to make changes except when experience proves that they are good for business. We appreciate that you are approaching our mutual opportunities in this frame of mind. Keep it up and I am more certain than ever that good coffee will be good business for both the coffee industry and the restaurant industry, as well.

I have one further suggestion to make as regards the mutual cooperation between your industry and mine—between the growers, roasters and restaurants who sell coffee

You in the coffee industry know far better than I do that other beverages, backed by tremendous advertising strength have made inroads into the sales of coffee. We can still say that coffee is the all-American drink, but let's not kid ourselves that it's popularity as a beverage is what it once was. You have felt it, and so have we in the restaurant business.

Does it not seem logical, therefore, to strongly consider a further step toward further cooperation, now that we are well on the road to standardizing a good cup of coffee, and appreciating what a good cup of coffee means to our business?

That further step is, of course, promoting and merchandising coffee at its finest to win back any of the coffee business that has been lost. And I submit that here is an area in which again the dining rooms of America can be of great help in doing much with and for you.

I am confident that if the grower, roaster and restaurant operator were to join hands in a program for advertising, merchandising and selling a good cup of coffee to John Public, that we could develop one of the greatest product promotional campaigns ever seen anywhere.

L.I.R.R. tries coffee for commuters

A new wrinkle in commuting—coffee and doughnuts served at your seat as you ride to work—is being tested on the Long Island Railroad.

The experiment, being undertaken by the Union News Co. through special arrangements with the L. I. R. R. was limited at the outset to the 7:15 a.m. train out of Babylon, I. I.

Union News Venders served coffee, at 15 cents a cup, and doughnuts, also 15 cents to passengers at their seats during the 39 mile run. If, after a trial period, the innovation proves successful and popular, it will be expanded to other trains.

Slogans we like department

This month's slogan we like was the headline on an N. W. Ayer & Son, Inc., advertisement in Printers' Ink. The ad centered on Hills Bros. Coffee, Inc., an Ayer client since 1923.

This is the headline:

"Good coffee's not a sometime thing."



MAXWELL HOUSE COFFEE



supply and demand in relation to the price of coffee

(Continued from page 21)

values would come more closely in line with supply-and-demand expectations.

A study of the causes for the cyclical effect in the case of coffee would have to consider the effects of price on supplies not only in the United States, but also in producing countries. Unfortunately the trade is handicapped in obtaining accurate data on production and demand. Uncertainties as to future supplies tend to make the market more vulnerable to psychological factors during the season. Such abnormalities in price as are indicated by the cyclical effects on import value might therefore be reducible by better knowledge of supply-and-demand factors in both the producing and consuming countries.

Both producers and consumers can benefit from a more detailed knowledge of supply-and-demand factors through a more stabilized price in the market. When supplies can be gauged accurately, price can seek its proper level without undue fluctuations prompted by uncertainty of crop conditions. Where demand can be gauged more accurately, the producing areas can prepare their plantings according to future necessities.

In the foregoing sections, we have seen that the import value of coffee is closely associated with identifiable market factors. One might question, however, whether import value is an appropriate indicator of wholesale and retail fluctuations in the price of coffee. For the study of the effects of marketing factors on import value is pertinent only if

fluctuations in import value are reasonably well associated with fluctuations in wholesale and retail prices.

While a general relation among these prices is apparent, it is also obvious that the differentials are confounded, over the long run, with changes in purchasing power of the dollar. This can be overcome by deflating each series by means of a factor that measures changes in the value of the dollar. As a deflator, per capita disposable personal income was again charted in Figure 4.

The chart indicates that changes in real import value bear a close relationship to changes in real wholesale and retail prices.

In reference to the present price situation, it is notable from figure 4 that the real import value in 1954 was almost exactly the same as in 1911: 52 cents and 51 cents respectively. Likewise, real wholesale price in these two years is also almost exactly the same, 66 cents and 67 cents respectively.

Regarding figure 4, the reader should be warned against attempting to make interpretations of long-term trends in prices. For one thing, the basis for the wholesale and retail price information has been changing during the course of these years. Furthermore, per capita disposable personal income is only an indicator of changes in the purchasing power of the dollar; other indicators could lead to different trends in deflated price.

One of the most striking aspects of the long-term trend in the price and supply of coffee is the recurring pattern of high prices, followed by increasing supply, which in turn is followed by declining prices and often by decreasing production. This cycle is evident in figure 5 which shows import value and Brazilian exportable coffee production from 1870 to 1953.



Six major price-rise periods are evident in this chart, the starting years being 1872, 1886, 1910, 1918, 1924, and 1941. Each of them have been associated with increased Brazilian exportable production several years later, but the lag has not been consistent.

Declining prices have not been associated with as consistent an effect on production as rising prices have. In the 1930's the declining prices that were associated with large world stocks coincided with a period of economic depression. World consumption did not increase materially despite reduced prices. By 1940 the effect of continued low prices was evident in markedly reduced production. The other extended period of declining prices, 1896-97 to 1909-10, was likewise triggered by a reduction in per capita disposable personal income, but the recession was of short duration; by 1900 income was rising, and it continued to rise for the next 10 years. Increased income and reduced coffee prices stimulated consumption to the point that stocks readjusted by 1910 despite only a moderate decrease in production.

The other periods of declining prices, notably 1878-79 to 1885-86, 1913-14 to 1917-18, and 1920-21 to 1923-24, were of relatively short duration. The effect on production and consumption was small and not as obvious.

Build consumption or cut production?

It appears, then, that the consequences of declining prices on production have depended in large measure on the general economic situation in consuming countries. When the economic situation remained favorable, consumption responded to reduced prices; greater consumption then became a more potent factor than reduced production in moderating the extreme stock situation.

With the rising prices for coffee that have prevailed since 1949 as a consequence of a progressively declining supplyconsumption ratio, a further increase in production in the immediate future would be in accord with historical patterns. That this is in fact occurring is shown by the recent estimates of production. Further increases are expected as a consequence of plantings made in the last several years.

With a higher supply-consumption ratio, a lower coffee import value should be anticipated. If the present favorable level of consumer income continues, the trend in coffee consumption should then turn upwards.

Statistical data in this circular are by crop-year periods beginning July 1st of the year indicated and ending June 30th of the subsequent

year.

³ Calculation of the multiple regression equation was done in the Agricultural Marketing Service under the direction of Richard J.

Agricultural Marketing Service under the direction of Richard J. Foote.

Agricultural Marketing Service under the direction of Richard J. Foote,
Agricultural Prices, McGraw Hill. New York, 2nd edition, 1952.

In making this study the following crop years were omitted:
1890-91 and 1891-92, due to devaluation of the Brazilian cruzeiro which resulted in incorrect import values for these years; 1941-15 to 1917-18, the World War I years; and 1940-41 to 1946-47, the price-control years of World War II. In addition to the factors shown in the equation, other supply factors also considered were (a) Brazilian production in the subsequent year and (b) production in the rest of the world, i.e., outside Brazil. These factors were omitted after statistical tests showed that they were non-significant when used in addition to the factors shown.

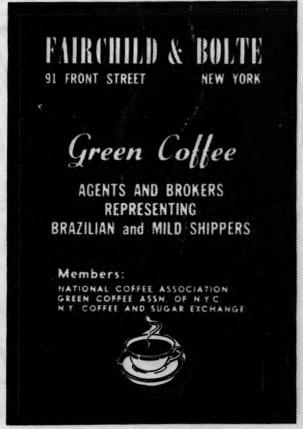
Besides these two market factors, the dollar deflator used requires that a time adjustment be included as a third factor in the equation.

Figure 5 is plotted by 2-year averages in order to equalize for biennial bearing of the coffee trees.

For a method of estimating coffee consumption in the United States from data on coffee prices and real income, see "Factors affecting United States coffee consumption," by A. Szarf and F. Pignalosa, Monthly Bulletin of Agricultural Economics and Statistics III (10): 6-10, October, 1954.



S. A. SCHONBRUNN & CO., INC. 77 Water Street, New York, N. Y.



Ocean freight rates on coffee increased by CAMEXCO, COLPAC lines; other rises scheduled

Rates on coffee freight carried by lines in the CAMEXCO and COLPAC conferences have been increased effective January 1st, 1955.

The increases were protested by the Pacific Coast Association, but the lines said they were necessary to meet higher operating costs.

In a reply to a PCCA protest, L. Tibbott, chief of the regulation office of the Federal Maritime Board, said delays for six months in putting the new rates into effect were used by the conference lines "to demonstrate the absolute need on their part" for the increases.

The Maritime Board also said it is giving active consideration to increased rates for the East Coast Colombia and ASSWESCO Conferences, with an early decision anticipated.

ASSWESCO lines had asked for a jump of \$5.00 a ton on green coffee shipped from Ecuador and Colombia West Coast ports to North Pacific ports.

Present rates had been extended to February 28th.

PCCA's steamship committee, headed by Harold Gavigan, is continuing efforts for a readjustment of the rates.

The American West African Freight Conference has announced a ten per cent increase on all cargo moving from West African ports to United States Atlantic and Gulf ports and Canadian Atlantic and St. Lawrence ports.

F. H. Ferry, conference secretary, said the increase is effective March 1st.

Grancolombiana expanding services

Stepped-up service between Colombia and Ecuador and United States ports has been announced by Dr. Alvaro Diaz, manager of the Transportadora Grancolombia.

The 30-vessel line is setting up a weekly service of two sailings each out of Philadelphia and Baltimore—one to Cartagena and Barranquilla and the other to Buenaventura and Guayaquil. It is also adding two regular sailings per month from New York, one each to the East and West Coasts of Colombia. Grancolombiana will continue its monthly Boston service, in conjunction with its Canadian operation. The line also inaugurated a new fortnightly service to connect U. S. and Canadian Pacific ports with the West Coast ports of Colombia and Ecuador.

Dr. Diaz also stated that orders will be placed shortly for two new cargo vessels, each of about 7,000 deadweight, and that a policy has been set of ordering two new vessels a year in a long-range program.

Coffee in "good breakfast" promotion sponsored by American Bakers Association

Coffee is one of the products invited by the American Bakers Association to tie in with the third annual "Good Breakfast Means Good Morning" promotion.

The event runs during February and March. It has the objective of getting more people to eat good breakfasts.

Last year more than half of the nation's grocers tied in with the promotion.

Quality Coffees SANTOS RIO DE JANEIRO BRAZILS PARANAGUÁ ANGRA GUATEMALA **NICARAGUA** CENTRAL AMERICANS SALVADOR COSTA RICA ARMENIA MANIZALES MEDELLIN COLOMBIANS TOLIMA LIBANO GIRARDOT ECUADORS UNWASHED WASHED W.R. Grace+Co.

Crops and countries

coffee news from producing areas

Santos Comercial names president and officers for coming year

Geraldo G. de Mello Peixoto has been elected president of the Associacao Comercial de Santos for the 1955-56 term, it is reported by Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

First vice president is Hercilio Camargo Barbosa; second vice president, Flavio de Almeida Prado.

Odayr Raposo Medeiros was named first secretary, and Alvaro de Freitas Guimaraes was elected second secretary. J. Tarcisio Junqueira Loureiro was named treasurer.

The directors are Antonio Carlos Conceicão, Elias Salim Haddad William Reiner, Carlos Wysling, José de Toledo Arruda, Letácio da Cruz Leite, Álvaro de Freitas Guimarães, Cândido Azereo Filhó, João Júlio Zorovich and Herbert L. Wright.

Venezuela invited to join FEDECAME

Venezuela has been invited to join the Federacion Cafetalera Contro America-Mexico-El-Caribe.

The bid was extended by Dr. Arturo Morales Flores, FEDECAME secretary, to Dr. Armonado Tamayo Suarez, Venezuela's minister of agriculture.

Accompanying Dr. Morales was Don Jose Maria de Tovar, one of the principal directors of the Venezuelan Coffee Growers Association.

Bernal named head of Colombia exporters

Pedro Bernal E., former head of the Caja de Credito, the Colombian government farm bank, has been named president of the Asociacion de Exportadores de Cafe de Colombia.

He succeeds Dr. Jorge Mejia Palacios, who resigned recently.

NCA convention set for 1955, 1956 and 1957

Put a good point on your pencil and get some dates into your convention calendar. The National Coffee Association has set times and sites for its next three annual conventions:

1955: October 10th-13th, Mark Hopkins and Fairmont Hotels, San Francisco.

1956: November 25th-December 2nd, Boca Raton, Florida.

1957: September 14th-18th, Banff, Canada.

McKiernan in El Salvador

as guest of FEDECAME

John F. McKiernan, president of the National Coffee Association, is in El Salvador as a guest of the Federacion Cafetalera Centro-America—Mexico-El Caribe.

Originally scheduled to leave at the end of January, Mr. McKiernan's visit was delayed by the death of his father.

FEDECAME said the purpose of the visit was to "better relations between your important institution and our organization."

In El Salvador Mr. McKiernan is meeting with growers and exporters at coffee fineas and beneficios (plantations and processing stations).

He will study their problems firsthand and will also put before them the problems faced by the coffee industry in the United States.

El Paso stores use coffee as "loss leaders"

El Paso, Texas, stores were selling coffee below cost as "loss leaders," according to a mid-January check by the Post-Hera'd in that city.

Housewives were able to buy coffee for as low as 74 cents a pound, against a wholesale level starting then at \$1.03.

Headquarters For

CHICORY & COFFEE CEREALS

E. B. Muller & Co., Port Huron, Mich. — New York — New Orleans

Connections with all Coffee Producing Countries

CARL BORCHSENIUS CO., INC.

89 FRONT STREET NEW YORK, N. Y.

200 BOARD OF TRADE ANNEX NEW ORLEANS, LA. 468 CALIFORNIA, ST. SAN FRANCISCO, CALIF- brands in many food stores. Perhaps this is because there is apparently a limited profit or no profit with advertised brands. However, some highly successful operators maintain they can make more money with advertised brands.

Here is the opinion of the merchandising manager of one of the largest food chains in this country: "Considering turnover, advertised brands are profitable from a dollar-and-cents standpoint. Percentagewise, they gross far less than the average commodity, about half what they should be toward operating overhead. Large retail dollar volume means substantial gross at retail. Controlled brands are not more profitable than advertised brands, nor have they been since O.P.A. We are committed to advertised brands."

A successful Mid-west wholesaler, with 500 affiliated stores, confirms this chain store operator's opinion: "Advertised brands are profitable because they run into heavy dollar volume, though they do not yield a high percentage of gross profit."

But the fact still remains it's up to you to prove the profitability of your brands, and I don't believe you are doing it today.

The third way to increase coffee sales for your customers is to offer more coupons, special five-cent per pound price reductions, more deals and self-liquidating premium offers.

The large Midwest chain store operator whom I just quoted is one of many who say that coupons are the great-

est sales stimulant for coffee that they know. This in spite of the avalanche of complaints that coupon offers have brought from many retail grocers. A great many successful operators also claim that a five-cent per pound price reduction, when the "five cent" is printed in large figures with other details of the offer right on the tin, is even better than coupons. Other operators favor off-label coupons.

I was amazed to find how many more deals, more premiums, etc. were asked for. Operators want coffee merchandising to be fast and furious, to keep pace with the dynamic system of food distribution in this country.

My fourth suggestion to help your customers to sell more coffee again reflects the opinion of highly successful food store operators—cut your package sizes and grinds to a minimum.

One big super market operator on the West Coast told me that he features eight brands of advertised coffee. There are two different package sizes and three different grinds for each brand, so he needs space for 48 items. That much space is needed for just one package facing for each item. You and I know some brands sell so fast that he must have three, six or a dozen package facings for a single brand. This operator reflects the views of many others when he maintains the price differential between one and two pound packages is not sufficient to warrant the amount of space needed for the two sizes.

My fifth suggestion is to demonstrate coffee in stores.

Demonstrating and sampling are among the most effective devices I know of to increase sales of food.

Of course, they are also expensive, particularly with high priced coffee.

(Continued on page 58)

C. A. MACKEY & CO.

Incorporated

IMPORTERS-COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

Two Oklahomans build a business on coffee break

Two Oklahomans are building a solid business on the coffee break.

In January, last year, they read a Wall Street Journal article about the coffee break. They traveled to Chicago to investigate the operations of Robert W. Blair and his Industrial Hot Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Service (see: "Love that coffee break!" December, 1954, Coffee & Tea Industrials of the Coffee Break!" December (see: "Love that coffee break!"

By March 29th they had organized Coffee Time, Inc., and were making deliveries.

After less than a month, they were toting 100 gallons daily to 14 Oklahoma City firms.

The two men are Byron Potter and Tom Grant.

Their 100-gallon coffee urn and the vacuum cans in which they transport the coffee are stainless steel, which "won't be permeated with coffee so it will become rancid."

The water used is run through charcoal filters that remove chlorine and solids. This way, Mr. Potter points out, the water is always the same, so the coffee is always the same. The urn works automatically and timing is uniform each day.

The vacuum cans are washed and sterilized, then sterilized again and pre-heated before the coffee is poured in.

Coffee Time has two trucks and a station wagon. Operations begin about 4 a.m. By 5, the cans are pre-heated and the coffee is prepared and started on its way.

"We try to service every office before employees arrive," Mr. Potter explains. Deliveries are completed by 8 a.m.

The vacuum cans are equipped with an electrical "hot stick," a thermostat-controlled heating rod that keeps the coffee at 170 to 180 degrees.

"This way the coffee is never re-heated and seared. It stays good and hot," Mr. Potter says. "That's the reason we use more coffee to the gallon than other companies (in Chicago, Denver and Dallas). If the coffee retains its taste the whole day, it has to have more body."

The cans range in size from two to ten gallons. Two gallons, 45 to 50 cups, is the minimum delivery. The ten-gallon cans hold about 250 cups.

The company also installs stainless steel tables at offices that want them, and each vacuum can has its own tidy drip pan.

Sealright develops special take-out containers for coffee

A plastic-coated take-out container for coffee which is said to keep the true coffee flavor is being promoted by the Sealright Co., Inc., Fulton, N. Y.

The flavor is protected by complete plasticizing of the paper container, it is emphasized.

To convince the restaurant operators to use the containers for their take-out busi-

ness, Sealright is offering, free, Maxwell House Instant Coffee in the restaurant pack and a dozen of the containers.

Coffee extender seeks

more restaurant volume

The smoke of the 1954 price crisis has cleared away, but the impetus given to coffee extenders is still being felt.

The Fino Food Processing Co., Burbank, Calif., advertises in International Steward with this headline: "How to brew a perfect cup of coffee at ½ cost!"

Their suggestion is the addition of fourfifths of an ounce of Buisman's Famous Dutch Flavoring per pound of roasted coffee.

This procedure, Fino says, will virtually double the yield.

So the restaurant operator understands what they are getting at, Fino also puts it this way: "One pound of roasted coffee plus about ten cents worth of Buisman's brews up to twice as many cups."

Named Canadian representative for Vaculator coffee brewers

Gerry Springer and Bill Colledge of the Gerry Springer Co., Toronto, Ontario, Canada, have been appointed representatives for the Vaculator line of coffee brewing equipment for restaurant and institutional use in Eastern Canada.



SHIPS.

the posential backet in the COFFEE TRADE

Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

MOORE-MCCORMACK
New York 4

S Broadway

OFFICES IN PRINCIPAL CITIES OF THE WORLD

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, thould exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamsbip Co.

Am-Exp—American Export Lines
Am-Pres—American President Lines
Argstate—Argentine State Line
Argystate—Argentine State Line
Barb-Way—American-West African Line
Barb-WAy—Barber-Fern Line
Barb-WAy—Barber-West African Line
Barb-Wn—Barber Wilbelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran
Colombiana, Lida.
Gulf—Gulf & South America Steamship
Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC-I.F.C. Lines Independence-Independence Line JavPac-Java-Pacific Line Lamp-Ho-Lamport & Holt Line, Ltd. Lloyd-Lloyd Brasileiro Lykes-Lykes Lines Maersk-Maersk Line Mam-Mamenic Line Mormac-Moore-McCormack Lines, Inc. Nedlloyd-Nedlloyd Line Nopal-Northern Pan-American Line Norton-Norton Line PAB—Pacific Argentine Brazil Line PacFar—Pacific Far East Line, Inc. PacTrans—Pacific Transport Lines, Inc. Pioneer-American Pioneer Line Prince-Prince Line, Ltd. R Netb-Royal Netberland Steamship Co. Robin-Robin Line Royal Inter-Royal Interocean Lines SCross-Southern Cross Line Sprague—Sprague Steamship Line Stockard—Stockard Line Swed-Am-Swedish American Line UFruit-United Fruit Co. Wes-Lar-Westfal Larsen Co. Line Yamashita-Yamashita Line

Abbreviations for ports Ba-Baltimore -Boston CC—Corpus Christi Cb—Chicago Chsn—Charleston Cl—Cleveland De-Detroit Ga-Galvesson Gj-Gulf ports Ha-Halifax -Houston HR-Hampton Roads Jx—Jacksonville LA—Los Angeles Ml-Montreal MI-Moniveal
Mo-Mobile
NO-New Orleans
NY-New York
NI-Norfolk
NN-Newport News
Pa-Philadelphia
Po-Portland PS-Puget Sound SF-San Francisco Se-Seattle St Jo-Saint John Ta-Tacoma To-Toledo

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACA	JUTLA		
2/11	Santa Cruz	Grace	LA2/20 SF2/22 Se2/27
2/16	Byfiord	UFruit	
2/24	Mafaida	UFruit	
3/10		Grace	LA3/19 SF3/21 Se3/26
3/10		UFruit	Cr23/19 NY3/27
3/16		UFruit	
4/29		Grace	LA5/8 SF5/10 Se5/15
4, 25	-	-	
			4.0
AMA	APALA		
2/12	Lovland	UFruit	Cr2/15 Ho2/22 NO2/25
2/20		UFruit	CP2/23 NY3/3
3/2	Mafalda	UFruit	Cr3/5 NY3/13
3/6	Santa Fe	Grace	LA3/19 SF3/21 Se3/26
3/16	A Steamer	UFruit	Cr23/19 NY3/27
3/19	Mabella	UFruit	Cr23/22 Ho3/29 NO4/1
3/27	Santa Cruz	Grace	Cr14/6
4/23	Senta Fe	Grace	Cr15/3
4/25	Santa Cruz	Grace	LA5/8 SF5/10 Se5/15
ANG	RA DOS	REIS	
3/26	Forester	PAB	LA3/14 SF3/16 Va3/21 Se3/22 Po3/26
BAR	RANQUI	LLA	
2/13	Marna	UFruit	N02/24
2/14	Majorka	UFruit	NY2/21
2/15	Santa Teresa	Grace	Chsn2/21 NY2/23
2/16	La Coubre	Independ	ence LA3/6 SF3/8 Ve3/13 Se3/14 Po3/16
2/19	Santa Fe	Grace	LA3/19 SF3/21 Se3/26
2/20	Vindeggen	UFruit	N03/3
2/22	Santa Ana	Grace	Chsn2/28 NY3/2
2/22	Avenir	UFruit	NY3/1
2/27	Appersbory	UFruit	N03/10
2/28	Trajan	UFruit	NY3/7

SAILS	SHIP	LINE	DUE
3/1	Santa Catalia	na Grace	Chsn3/7 NY3/9
3/6	Majorka	UFruit	NY3/17
3/7	Mataura	UFruit	NY3/15
3/8	Santa Teresa	Grace	Chsn3/14 NY3/16
3/13	Avenir	UFruit	N03/24
3/14	Marna	UFruit	NY3/21
3/16	La Hague	Indepen	dence LA4/4 SF4/6 Na4/11 Se4/12 Po4/14
3/20	Trajan	UFruit	N03/31
3/21	Vindeggen	UFruit	NY3/28
3/27	Mataura	UFruit	NO4/7
3/28	Aggersborg	UFruit	NY4/4
4/9	Santa Cruz	Grace	LA5/8 SF5/10 Se5/15
BAR	RIOS		
2/10	Lempa	UFruit	Ho2/14 NO2/16
2/12	Choluteca	UFmit	
2/18	Telde	UFruit	NO2/24
2/24	Leon	UFruit	Ho2/28 NO3/3
2/28	A steamer	UFruit	NY3/7
3/3	La Playa	UFruit	Ho3/7 NO3/10
3/6	Copan	UFruit	NY3/13
3/10	Lempa	UFruit	N03/24
3/13	Managui	UFruit	NY3/20
3/17	Telde	UFruit	Ho3/21 NO3/24
3/20	Mabay	UFruit	NY3/27
3/24	Leon	UFruit	Ho3/28 NO3/31
3/27	A steamer	UFruit	NY4/3
3/31	La Playa	UFruit	Ho4/4 NO4/7
DIIE	NAVENT	IIDA	
			ALLES AND THE STREET, STREET
2/13	Santa Margarit		NY2/21
2/16	Santa Eliana		LA2/26 SF2/28 Se3/5
2/20	Santa Isabel	Grace	NY2/28
2/23	La Coubre		ence LA3/6 SF3/8 Va3/13 Se3/14 Po3/16
2/27	Santa Barbara	Grace	NY3/7

LA3/19 SF3/21 Se3/26

2/28 Santa Fe Grace

SAILS	SHIP	LINE	DUE	SAILS	SHIP	LINE		DUE				
3/6	Santa Maria	Grace	NY3/14	2/18	Lovland	UFruit	Ho2/24	N02/27	,			
3/14	Santa Adeia	Grace	LA3/25 SF3/28 Se4/3	2/20	Avenir	UFruit	NY3/1					
3/23	La Hague		ience LA4/4 SF4/6 Va4/11 Se4/12 Po4/14	2/22	Santa Isabel	Grace	NY2/28					
4/3	Santa Elisa	Grace	LA4/14 SF4/16 Se4/23	2/22	Vindeggen	UFruit	N03/3					
4/17	Santa Flavia	Grace	LA4/30 SF5/3 Se5/14	2/27	Byfjord	UFruit	NY3/6					
				3/1	Santa Barbara	Grace	NY3/7					
CAD	TACENTA			3/5	Mataura	UFruit	NY3/15					
CAR	TAGENA			3/6	Mafalda	UFruit	NY3/13					
2/12	Ma'orka	UFruit	NY2/21	3/8	Santa Maria	Grace	NY3/14					
2/12	Santa Paula	Grace	NY2/16	3/8	Majorka	UFruit	N03/17					
2/13	Marna	UFruit	N02/24	3/19	Vindeggen	UFruit	NY3/28					
2/16	Santa Fe	Grace	LA3/19 SF3/21 Se3/26	3/22	Trajan	UFruit	N03/31					
2/17	La Coubre		ence LA3/6 SF3/8 Va3/13 Se3/14 Po3/16									
2/19	Santa Rosa	Grace	NY2/23	DAR	es SALA	N. A						
2/26	Trajan	Ufruit	NY3/7	DAN	cs unan	F147						
2/26	Santa Paula	Grace	NY3/2	2/24	Velma	Lykes	Gulf4/2					
2/27	Aggersborg	UFruit	N03/10	2/24	Lawak	Nedlloyd	NY4/3	Pa4/5	Ba4/7		LA4/27	
3/5	Santa Rosa	Grace	NY3/9							Po5	/6 Se5/9	Va5/13
3/8	Santa Cruz	Grace	LA5/8 SF5/10 Se5/15	3/6	Afr Moon	Farrell	NY4/5					
3/12	Marna	Ufruit	NY3/21	3/20	Harry Culbreat	Lykes	N04/26					
3/13	Avenir	UFruit	N03/24	3/21	Afr Lightning		NY4/20					
3/17	La Hague	Independ	ence LA4/4 SF4/6 Va4/11 Se4/12 Po4/14	3/25	Kertosono	Nedlloyd	NY5/4	Pa5/6	Ba5/8	N05/13		
3/26	Aggershorg	UFruit	NY4/4								/5 Se6/8	
3/27	Mataura	UFruit	N04/7	4/24	Samarinda	Nedlloyd	NY6/3	Pa6/6	Ba6/8		LA6/27	
										Po7	5 Se7/8	Va7/12
COR	INTO			EL S	ALVADO	R						
2/12	Byfjord	UFruit	Cr2/23 NY3/3	2/16	Stromboli	Italian	1.82/25	eF2/29	V-2/E	Se3/10 Po:	2/15	
2/15	Stromboli	Italian	LA2/25 SF2/28 Na3/5 Se3/10 Po3/15	2/27	La Coubre					3 Se3/14		
2/22	Mafalda	UFruit	Cr23/5 NY3/13	3/4	Winnipeg		LA3/14				F03/10	
2/26	La Coubre	Independ	ence LA3/6 SF3/8 Va3/13 Se3/14 Po3/16	3/27	La Haque					1 Se3/12	De3/1/	
3/5	Santa Fe	Grace	LA3/19 SF3/21 Se3/26	3/2/	La nague	Independe	ence LAS/	4 313/6	va3/1.	1 363/12	P03/14	
3/8	A steamer	UFruit	Cr23/19 NY3/29	CITA	TEMALA							
3/12	Mabelia	UFruit	Cr23/22 Ho3/29 NO4/1	GUA	LEMALA							
3/26	La Hague	Independ	ence LA4/4 SF4/6 Va4/11 Se4/12 Po4/14	2/17	Stromboli	Italian	LA2/25	SF2/28	Va2/5 5	Se3/10 Po3	3/15	
3/30	Santa Cruz	Grace	Cr14/6	2/28	La Coubre	Independe	ence LA3/	6 SF3/8	8 Va3/1	3 Se3/14	Po3/16	
4/24	Santa Cruz	Grace	LA5/8 SF5/10 Se5/15	3/8	Winnipeg		LA3/14				RELIE	
4/26	Santa Fe	Grace	Cr15/3	3/28	La Hague					1 Se3/12	203/14	
CRIS	TOBAL			GUA	YAQUIL							

Where you want it... When you want it...

NY2/21

2/15 Santa Margarita Grace

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

ARGENTINE STATE LINE

Boyd, Weir and Sewell, Inc., General Agents 24 State Street, New York 4, N. Y., Tel. BO 9-5660



SAILS	SHIP	LINE	DUE
LA	GUAIRA		
2/10	Santa Paula	Grace	NY2/16
2/15	Santa Clara	Grace	Ba2/22 NY2/23
2/17	Santa Rosa	Grace	NY2/23
2/23	Santa Sofia	Grace	Pa3/1 NY3/2
2/24	Santa Paula	Grace	NY3/2
3/1	Santa Monica	Grace	Ba3/8 NY3/9
3/2	Rio Jachal	ArgState	NY3/7
3/3	Santa Rosa	Grace	NY3/9
3/8	Santa Clara	Grace	Pa3/15 NY3/16
3/30	Evita	ArgState	NY4/4
4/20	Rio Jachal	ArgState	NY4/25

LA LIBERTAD

LA.	PIDEKIL	LD	
2/10	Santa Cruz	Grace	LA2/20 SF2/22 Se2/27
2/14	Byfjord	UFruit	Cr2/23 NY3/3
2/26	Mafaida	UFruit	Cr23/5 NY3/13
3/9	Santa Fe	Grace	LA3/19 SF3/21 Se3/26
3/12	A steamer	UFruit	Cr23/19 NY3/27
3/14	Mabella	UFruit	Cr23/22 Ho3/29 NO4/1
3/25	Santa Cruz	Grace	Cr14/6
4/21	Santa Fe	Grace	Cr15/3
4/50	Canta Cum	Comen	1 AE /8 CEE /10 C.5/15

LA UNION

2/11	Lovland	UFruit	Cr32/15 Ho2/22 NO2/25
2/18	Byfjord	UFruit	Cr2/23 NY3/3
2/28	Mafalda	UFruit	Cr3/5 NY3/13
3/8	Santa Fe	Grace	LA3/19 SF3/21 Se3/26
3/14	A steamer	UFruit	Cr23/19 NY3/27
3/18	Mabella	UFruit	Cr23/22 Ho3/29 NO4/1
3/28	Santa Cruz	Grace	Cr14/6
4/24	Santa Fe	Grace	Cr15/3
4/27	Santa Cruz	Grace	LA5/8 SF5/10 Se5/15

LIMON

2/11	Mataura	UFruit	N02/19
2/17	Avenir	UFruit	NY3/1
2/18	Marna	UFruit	N02/24
2/25	Vindeggen	UFruit	No3/3
3/3	Mataura	UFruit	NY3/15
3/4	Aggersborg	UFruit	N03/10
3/11	Majorka	UFruit	N03/17
3/16	Vindeggen	UFruit	NY3/28
3/18	Avenir	UFruit	N03/24
3/25	Trajan	UFruit	N03/31
4/1	Mataura	UFruit	NO4/7

LOBITO

2/20	Del Campo	Delta	N03/16
3/3	Afr Glade	Farrell	NY4/1
3/10	Afr Grove	Farrell	NY3/30
3/13	Del Rio	Delta	N04/6
3/30	Afr Dawn	Farrell	NY4/19
4/2	Del Sol	Delta	N04/26
4/23	Del Oro	Delta	N05/17

LUANDA

2/18	Del	Campo		N03/16
2/28	Afr	Glade	Farrell	NY4/1
3/7	Afr	Grove	Farrell	NY3/30
3/11	Del	Rio	Delta	N04/6
3/27	Afr	Dawn	Farrell	NY4/19
3/31	Del	Sol	Delta	N04/26
4/21	Del	Óro	Delta	N05/17

MARACAIBO

			-	
2/13	Santa	Clara	Grace	Ba2/22 NY2/23
2/20	Santa	Sofia	Grace	Pa3/1 NY3/2
2/22	Santa	Fe	Grace	LA3/19 SF3/21 Se3/26
2/27	Santa	Monica	Grace	Ba3/8 NY3/9
3/6	Santa	Clara	Grace	Pa3/15 NY3/16
4/12	Santa	Cour	Grace	1 AS/8 CEE/30 C.E/3E

MATADI

						D.E.	C CAEIO	Vac /19
2/27	Lawak	Nedlioyd	NY4/3	Pa4/5	Ba4/7	N04/14	LA4/27	SF5/2
2/25	Afr Glade	Farrell	NY4/1					
2/16	Del Campo	Delta	N03/16					

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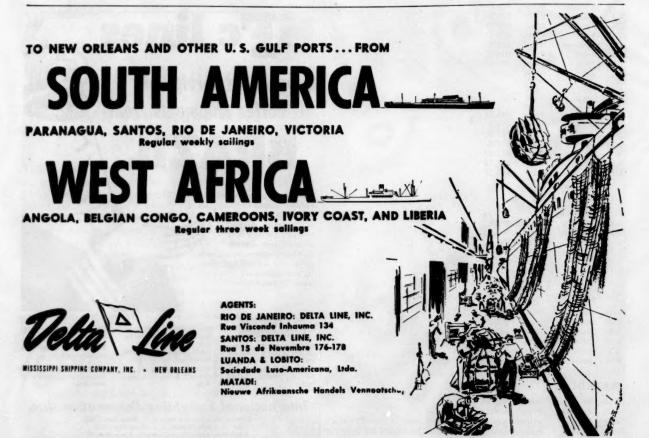
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SAILS	SHIP	LINE		DUE					SAILS	SHIP	LINE	DUE
3/4	Afr Grove	Farrell	NY3/30						3/7	Del Alha	Delta	N03/29 H04/3
3/9	Del Rio	Delta	N04/6	100					3/8	Bow Santos	IFC	NY3/27 Pa3/29 Ba3/30 Bo4/2 Ha4/14
3/24	Afr Dawn	Farrell	NY4/19						3/21	Dei Viento	Delta	NO4/12 Ho4/17
3/28	Kertosono	Nedliova			Ba5/8	N05/13	1 45/27	SE6/1	3/22	Forester	PAB	LA3/14 SF3/16 Va3/21 Se3/22 Po3/2
3/20	KERTOSONO	мешноуш	113/4	Fa3/0	013/6		Se6/8		3/27	Raynanner		LA4/24 SF4/27 Po5/3 Se5/5 Va5/8
3/29	Del Soi	Delta	NO4/26	-		100/	360/0	Va0/ 12	4/2	Del Valle	Delta	N04/26 Ho5/1
4/19	Del Oro	Delta	N05/17						7/2	mer vane	Desta	M04/20 H03/1
4/27	Samarinda		NY6/3		B=6/9	N06/14	1 46/27	SE7/1				
4/21	Jamai mua	neumoyu	110/3	1 80/0	D80/ 6		Se7/8		200	m curren	TENTI	
						F0//2	36770	Va1/12	POR	RT SWET	IENH	A.M
									2/14	Fernbay	Barb-Frn	Gulf4/3
MOI	MBASA								2/25	Malayan	Prince	Ha4/3 Bo4/6 NY4/7 Pa4/12 Ba4/15 NI
		B-41	*****						2/28	Fernsea	Barb - Frn	Gulf4/18
2/23	Kettering	Robin	NY4/7				1.		3/14	Glenville	Barb-Frn	Gulf4/30
2/24	Afr Moon	Farrell	NY4/5						4/3	British	Prince	Ha5/5 Bo5/8 NY5/9 Pa5/14 Ba5/16 Ni
2/26	Van Heutz		ter SF4/1						5/3	Eastern	Prince	Ha6/4 Bo6/7 NY6/8 Pa6/13 Ba6/15 Nf
2/20	Lawak	nealloya	NY4/3	Pa4/5	Ba4//		LA4/27					
9 / 9	Malma	Lukas	NO.40			P05/6	5 Se5/9	Va5/13				
3/8 3/11	Velma Afr Lightning	Lykes Farrell	NO4/2 NY4/20						PUE	RTO CA	BELLO	AND THE RESERVE AND THE PARTY OF THE PARTY O
3/11	Wentiey	Robin	NY4/27			,						MINE (3.6
3/26	Locksley	Robin	NY5/6						2/10	Santa Paula	Grace	NY2/16
3/27	Kertosono	Nedlioyd		D.E./	D.E /9	N05/13	1 45/27	PFC/3	2/14	Santa Clara	Grace	Ba2/22 NY2/23
3/21	KELLOZUNU	recuitoya	H13/4	F83/0	DA3/0		/5 Se6/8		2/17	Santa Rosa	Grace	NY2/23
4/1	Harry Culbreat	hlukar	N04/26			P00	2 360/0	ANO/ 15	2/21	Santa Sofia	Grace	Pa3/1 NY3/2
4/27	Samarinda		NY6/3		0-6/0	N06/14	1 46/27	PF7/3	2/24	Santa Paula	Grace	NY3/2
4/2/	gamarinua	нешноуш	110/3	Fag/ 6	980/0		5 Se7/8		2/28	Santa Monica		Ba3/8 NY3/9
						P0//	3 361/8	Va//12	3/3	Santa Rosa	Grace	NY3/9
									3/7	Santa Clara	Grace	Pa3/15 NY3/16
PAR	ANAGUA											
2/13	Mormacsea				3/6 NY	3/8 Bo3/1	0 Ha3/12	2	PUN	TARENU	S	
2/14	Del Mundo	Delta	N03/8						-			WE WITH COMMERCE AND ADDRESS OF THE PARTY OF
2/14	Seafarer	PAB				Se3/22 P			2/12	Santa Fe	Grace	Cr12/14
2/15	Appingedyk	Hal-Int			Pa3/10	Ba3/11 HF	13/12		2/12	Stromboli		LA2/25 SF2/28 Va3/5 Se3/10 Po3/15
2/15	Guatemala	Lloyd	N03/7						2/19	Mafalda		Cr23/5 NY3/13
2/19	Itajai	Brodin			Bo3/15	Pa3/16			2/25	La Coubre		mce LA3/6 SF3/8 Va3/13 Se3/14 Po3/16
2/24	Nicaragua	Lloyd	NY3/14						3/3	Santa Fe	Grace	LA3/19 SF3/21 Se3/26
2/24	Mormacwave		NY3/16			Ba3/22			3/5	A steamer		Cr23/19 NY3/27
2/25	Del Santos	Delta		Ho3/23		20.00			3/9	Mabella	UFruit	CF3/22 Ho3/29 NO4/1
2/26	Mormacgulf					Se4/3 Va4			3/25	La Hague		nce LA4/4 SF4/6 Va4/11 Se4/12 Po4/
127	Marmachani	Maumas	1-7/30	NW2/22	D-2/2F	B-9/07 B	@ / CO	0.000		A	Crara	044/6



La Hague Santa Cruz

Santa Cruz

LA5/8 SF5/10 Se5/15

Cr14/6

Cr15/3

Grace

Grace

4/3 4/22

Mormac Jx3/19 NY3/23 Bo3/25 Pa3/27 Ba3/29 Nf3/31 Wes-Lar LA3/27 SF3/30 Po4/5 Se4/8 Va4/11

Ba3/20 NY3/23 Bo3/25 Pa3/26

2/27

2/28

3/1

.Mormacteal

Hardanger

Brodin

Antonina

RIO de JANEIRO

2/10	Del Norte	Delta	N02/24
2/11	Spenser	Lamp- Ho	NY3/4
2/13	Canada	Lloyd	NY2/27
2/19	Del Mundo	Delta	N03/8 Ho3/13
2/19	Appingedyk	Hoj-Int	NY3/6 Bo3/8 Pa3/10 Ba3/11 HR3/12
2/20	Guatemala	Lloyd	N03/7 Ho3/11
2/20	Mormacquif	Mormac	LA3/24 SF3/28 Po4/1 Se4/3 Va4/5
2/22	Rio Jachal	ArgState	NY3/7
2/23	Brazil	Mormac	NY3/7
2/24	Itajai	Brodin	Ba3/10 NY3/12 Bo3/15 Pa3/16
2/25	Del Sud	Delta	N03/10
2/28	Nicaragua	Lloyd	NY3/14
3/1	Del Santos	Delta	N03/18 Ho3/23
3/4	Mormacteal	Mormac	Jx3/19 NY3/23 Bo3/25 Pa3/27 Ba3/29 Nf3
3/5	Antonina	Brodin	Ba3/20 NY3/23 Bo3/25 Pa3/26
3/5	Hardanger	Wes-Lar	LA3/27 SF3/30 Po4/5 Se4/8 Va4/11
3/12	Bow Santos	IFC	NY3/27 Pa3/29 Ba3/30 Bo4/2 Ha4/4
3/12	Del Alba	Delta	N03/29 Ho4/3
3/17	Del Mar	Delta	N03/31
3/22	Evita	ArgState	NY4/4
3/26	Del Viento	Delta	NO4/12 Ho4/17
3/27	Forester	PAB	LA3/14 SF3/16 Va3/21 Se3/22 Po3/26
3/31	Del Norte	Delta	N04/14
4/1	Raynanger	Wes-Lar	LA4/24 SF4/27 Po5/3 Se5/5 Va5/8
4/9	Del Valle	Delta	NO4/26 Ho5/1
	At. 1. 1.1		NWA /OP

/31

SAN JOSE

2/13	Santa	Cruz	Grace	LA2/20	SF2/22	Se2/27	
3/10	Santa	Fe	Grace	LA3/19	SF3/21	Se3/26	
3/22	Santa	Cruz	Grace	Cr14/6			
4/18	Santa	Fe	Grace	Cr15/3			
5/1	Santa	Cruz	Grace	LA5/8 :	SF5/10	Se5/15	

ArgState NY4/25

N04/28

SANTOS

2/11	Mormacdawn	Mormac	Jx2/26 NY3/2 Bo3/4 Pa3/6 Ba3/8
2/12	Canada	Lloyd	NY2/27
2/16	Del Mundo	Delta	N03/8 Ho3/13
2/18	Mormacsea	Mormac	Nf3/4 Ba3/5 Pa3/6 NY3/8 Bo3/10 Ha3/12
2/18	Guatemala	Lloyd	N03/7 Ho3/11
2/18	Appingedyk	Hol-Int	NY3/6 Bo3/8 Pa3/10 Ba3/11 HR3/12
2/21	Brazil	Mormac	NY3/7
2/21	Rio Jachal	ArgState	NY3/7
2/23	Itajai	Brodin	Ba3/10 NY3/12 Be3/15 Pa3/16
2/24	Del Sud	Delta	N03/10
2/25	Mormacgulf	Mormac	LA3/24 SF3/28 Po4/1 Se4/3 Va4/5
2/27	Nicaragua	Lloyd *	NY3/14
2/28	Del Santos	Delta	N03/18 Ho3/23
3/1	Mormacwave	Mormac	NY3/16 Bo3/18 Pa3/30 Ba3/22
3/3	Antonina	Brodin	Ba3/20 NY3/23 Bo3/25 Pa3/26
3/3	Mormacteal	Mormac	Jx3/19 NY3/23 Bo3/25 Pa3/27 Ba3/29 Nf3/31
3/4	Hardanger	Wes-Lar	LA3/27 SF3/30 Po4/5 Se4/8 Va4/11
3/9	Del Alba	Delta	N03/29 Ho4/3
3/10	Bow Santos	IFC	NY3/27 Pa3/29 Ba3/30 Bo4/2 Ha4/4
3/16	Del Mar	Delta	N03/31
3/21	Evita	ArgState	NY4/4
3/23	Del Viento	Delta	NO4/12 Ho4/17
3/25	Forester	PAB	LA3/14 SF3/16 Va3/21 Se3/22 Po3/26
3/31	Raynanger	Wes-Lar	LA4/24 SF4/27 Po5/3 Se5/5 Va5/8
3/30	Del Norte	Detia	N04/14
4/6	Del Valle	Delta	NO4/26 Ho5/1
4/11	Rio Jachal	ArgState	NY4/25
4/13	Del Sud	Delta	N04/28 .

TANGA

2/26	Lawak	Nedlloyd	NY4/3	Pa4/5	Ba4/7	N04/14		
						Po5	/6 Se5/9	Va5/1
2/28	Veima	Lykes	N04/2					
3/1	Afr Moon	Farrell	NY4/5					
3/3	Velma	Lykes	Gulf4/3					
3/16	Afr Lightning	Farrell	NY4/20					
3/25	Harry Culbreath	Lykes	N04/26					
3/27	Kertosono	Nedilovd	NY5/4	Pa5/6	Ba5/8	N05/13	LA5/27	SF6/1
							Se6/8	
4/26	Samarinda	Nedlloyd	NY6/3	Pa6/6	Ba6/8	N06/14		
							5 Se7/R	

VICTORIA

2/21	Del Mundo	Delta	N03/8	He3/13
2/22	Guatemaia	Lloyd	N03/7	Ho3/11

FEBRUARY, 1955



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VENEZUELA
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PERU
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CENTRAL AMERICA

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SAILS	5	HIP	LINE		DUE	
3/3	Del	Santos	Delta	N03/18	Ho3/23	
3/14	Del	Alba	Delta	N03/29	Ho4/3	
3/28	Dei	Viento	Delta	N04/12	Ho4/17	
4/11	Dei	Valle	Deita	N04/26	Ho5/1	

TEA BERTHS

0	AT	CI	TTT	A

2/10	Exchequer	Am-Exp	Bo3/17	NY3/18
2/21	Exhibitor	Am-Exp	Bo3/29	NY3/30
3/9	Exmouth	Am-Exp	Bo4/14	NY4/15

COCHIN

2/10	Cingalese	Prince	MAS/6 BOS/9 NYS/10 PAS/15 BAS/1/ NIS/22
2/19	Exchequer	Am-Exp	Bo3/17 NY3/18
3/3	Exhibitor	Am-Exp	Bo3/29 NY3/30
3/10	Malayan	Prince	Ha4/3 Bo4/6 NY4/7 Pa4/12 Ba4/15 Nf4/21
3/20	Exmouth	Am-Exp	Bo4/14 NY4/15
4/11	British	Prince	Ha5/5 Bo5/8 NY5/9 Pa5/14 Ba5/16 Nf5/22
5/11	Englass	Deines	Nac/A Dac/7 NVC/9 Dac/19 Dac/15 Nfc/21

COLOMBO

t	4/15	Exchequer	Am-Exp 803/1/ NY3/18
l	2/19	Fernbay	Barb-Frn Gulf4/3
ı	2/20	Silvercrest	JavPac LA4/5 SF4/10 Po4/16 Se4/19 Va4/21
l	2/20	Arnold	Maersk NY3/24 Ha4/4
۱	2/27	Exhibitor	Am-Exp Bo3/29 NY3/30
Ì	3/6	Fernsea	Barb-Frn Gulf4/3
l	3/7	Hulda	Maersk NY4/6 Ha4/20
l	3/7	Malayan	Prince Ha4/3 Bo4/6 NY4/7 Pa4/12 Ba4/15 Nf4/21
ı	3/16	Exmouth	Am-Exp Bo4/14 NY4/15
l	3/19	Glenville	Barb-Frn Gulf4/18
	3/20	Laura	Maersk NY4/20 MI5/4
	3/20	Salatina	JavPac LA5/5 SF5/10 Po5/16 Se5/19 Va5/21
	4/6	Else	Maersk NY5/8 MI5/21
ŀ	4/8	British	Prince Ha5/5 Bo5/8 NY5/9 Pa5/14 Ba5/16 Nf5/22
١	5/8	Eastern	Prince Ha6/4 Bo6/7 NY6/8 Pa6/13 Ba6/15 Nf6/21

DJAKARTA

2/12	Fernsea	Barb - Fm	Gulf4/18
2/17	Hulda	Maersk	NY4/6 Ha4/20
2/26	Glenville	Barb-Frn	Gulf4/30
3/8	Norman	Lykes	NO4/7
3/11	British	Prince	Ha5/5 Bo5/8 NY5/9 Pa5/14 Ba5/16 Nf5/22
3/12	Bronxville	Barb-Frn	Gulf5/16
3/16	Else	Maersk	NY5/8 MI5/21
4/10	Eastern	Prince	Ha6/4 Bo6/7 NY6/8 Pa6/13 Ba6/15 N/6/21

HONG KONG

ı	2/18	Tancred	Barb-Wn	SF3/12	LA3/14	NY3/30
ı	2/18	Susan	Maersk	SF3/11	NY3/28	
l	3/3	Maren	Maersk	SF3/26	NY4/12	
l	3/5	Fernside	Barb - Wn	SF3/27	LA3/29	NY4/14
I	3/18	Chastine	Maersk	SF4/11	NY4/28	

KOBE

2/10	Olga	Maersk	SF2/26	NY3/17
2/11	Toreador	Barb-Wn	SF2/27	LA3/1 NY3/17
2/24	Tancred	Barb-Wn	SF3/12	LA3/14 NY3/30
2/25	Susan	Maersk	SF3/11	NY3/28
3/10	Maren	Maersk	SF3/26	NY4/12
3/25	Chastine	Maersk	SF4/11	NY4/28

SHIMIZU

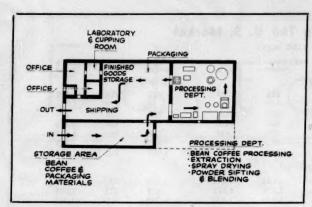
2/12	Olga	Maersk	SF2/26	NY3/17
2/27	Susan	Maersk	SF3/11	NY3/28
3/12	Maren	Maersk	SF3/26	NY4/12
3/27	Chastine	Maersk	SF4/11	NY4/28

YOKOHAMA

2/15	Olga	Maarek	\$52/26	NY3/17	
2/15	Toreador			LA3/1 NY3/1	17
2/28	Tancred			LA3/14 NY3/	
3/1	Susan	Maersk			ľ
3/15	Maren	Maersk	SF3/26	NY4/12	
3/31	Chastine	Maersk	SF4/11	NY4/26	

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3Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.



The layout of the Coffee Instants plant at Flushing, N. Y.

Compact design, flexible output in one-level Coffee Instants plant

Detail about the layout of its new soluble coffee plant in Flushing, N. Y., have been revealed by Coffee Instants, Inc.

The plant was developed by Leonard M. Zuckerman and Sol Berg, of Berg, Zuckerman & Associates, engineering consultants on soluble coffee manufacturing.

Mr. Zuckerman and Mr. Berg are associated with Seymour S. Mindel in Coffee Instants, Inc., a new company formed to make instant coffee under private label.

The plant design has economy in initial cost and in production, without sacrifice of either quality or efficiency, the engineering associates state.

Essentially the factory is laid out on one level. Onestory operation offers a minimum of costly materials handling and permits a lower unit cost, it is pointed out.

Total plant area amounts to about 15,000 square feet. To make the flow as efficiently as possible, within a compact space, the building is subdivided into three main sections.

Material arriving at the plant goes into a warehouse laid out for efficient handling of cases of instant coffee and storage of coffee beans.

As coffee is needed, it is moved into the main manufacturing section, which comprises the bean coffee processing machinery, the extraction system, the spray dryers and the accessory equipment. When it leaves this section, the coffee is in the form of an instant powder or a liquid extract.

It then travels to the third section, which has two bays, for packaging and for finished goods storage.

This plant arrangement not only permits smooth operation in a minimum of space, it also utilizes properly the available 18-foot ceiling, the engineers declare.

One of the important considerations in the designing of the plant was future expansion. Wherever possible, steps were taken to permit future increases in the facilities with minimum expense and disruption.

As a result, capacity can be increased 100 per cent at a moderate cost and within a short period of time, it is pointed out.

Product quality and processing economy were fundamental factors in the design of the plant, the engineers state.

They say the extraction system is novel, in that special coffee percolators are used to insure that the highly volatile flavor components are retained in the concentrated extract.

In addition, stainless steel and sanitary piping, valves, extractors and accessories are used. At no time, it is emphasized, is the liquid coffee extract in contact with anything but stainless steel parts. Moreover, the system is such that no steam directly from the boiler is ever in contact with the coffee extract.

The extraction system, say the engineers, will produce high concentration, crystal clear extracts of high flavor strength. These concentrates are then spray dried or are used for flavor manufacture immediately, without intermediate steps of vacuum concentration or filter aid clarification.

The new plant has a spray drier designed to deliver a maximum yield of particles of the desired density, it is explained. In addition to completely automatic temperature, pressure and air flow controls, the drier has a special powder collector which does not destroy the large flavor particles produced in the drir.

The drier occupies a chamber more than 20 feet wide and nearly 75 feet high.

The product turned out by this system is a readily soluble bead particle, is is stated. Provisions have been incorporated to permit variations of particle size and bulk density to suit

different applications.

As a plant, the Coffee Instants set-up is said to allow extreme flexibility in operation. The engineers declare that the basic principle underlying the design has been achieved—an ability to meet a need for any type of soluble coffee, liquid or powder, with any bulk density required, and with economical production.

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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries		diveries—fre		Visible 8	upply—1st	
	Emerica	Brazil 1953	Others	Total	ENTREEL	Others	Tota
		The second secon		440			100
une		576	744	1,320	475	374	84
uly	1,561	734	949	1,683	624	470	1,09
ugust	1,079	408	630	1,038	712	38	75
eptember	2,157	1,090	836	1,926	724	401	1,12
ctober	. 1,313	732	766	1,498	720	483	1,20
lovember	. 1,551	761	701	1,388	863*	365	1,22
ecember	2,181	1,142	1,095	2,237	1,203	332	1,53
		1954					
anuary	. 998	838	821	1,659	1,075	385	1.4
ebruary	1.746	664	1.278	1,942	881	511	1.39
farch	. 1.866	735	1,224	1.959	755	479	1,2
pril	1.350	634	814	1,448	852	365	1,2
fay		532	499	1,031	687	362	1,0
une		303	789	1.092	452	439	8
ılv	000	162	592	754	311	596	9
ugust	674	247	552	799	438	640	1,0
eptember	200	266	529	795	320	572	8
ctober		518	398	916	543	590	1,1
ovember		501	488	989	403	512	9
ecember		975	1,122	2,097	1,035	532	1,5
The Price of the Park of the Park		1955	a Mil				
anuary	1,416	605	871	1,476	738	446	1,1
Figures by N. Y. Coffee & Sugar 1	Exchange.	Inc. in bac	s of origin	(Prelimina	rv)		

The coffee outlook

The market remains a sensitive one, with an undertone of uncertainty which emerges into clear view in the attitude on distant months.

The feeling is that the picture is moving toward one of more production than consumption, and in this situation the wise policy is to move only as you have to.

In part, this approach stems from a grim recollection of August 15th, 1954. No one wants to be in the wrong position if anything even slightly like that takes place again.

At this writing, the contradictions in the market are again astonishingly apparent.

Brazil is sticking to its 64 cents f.o.b., equal to about 67 cents delivered New York. But Colombians at the moment are selling at 2 cents under Brazils, mild Centrals are underselling Colombians, and Africans are, of course, substantially undercutting the Centrals.

Looking at the Brazil-Colombian spread alone, it is at this time 6 cents in the wrong direction.

The feeling is that something will have to give.

A & P's substantial price cuts on its coffee lines also had reverberations. The cuts touched off reluctant announcements of price decreases on other brands across the country. Many roasters did not see justification in their own green position for such moves.

In fact, from some quarters demand for Africans picked up, obviously in an attempt to average down costs and stay in the competition.

Several roasters have announced a trimming of their price protection policies for retailers. Instead of 100 per cent for the first 15 days and 50 per cent for an additional 15 days, they are instituting straight 15-day 100 per cent guarantee.

One packer said distribution today was such that retailers didn't have to maintain large inventories. But some opinion was that smaller retailers might find the new price protection rougher going, and that it might tend to make for smaller stocks.

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Editorials

The "front line" boys

The coffee industry has an army of men in the "front lines".

They are the coffee salesmen—the roasters' representatives who sell to the nation's grocery and restaurant markets.

One estimate puts their number at 15,000.

Whatever their exact number, they are the industry's sales fulcrum.

Take them into proper account and they give your promotion lever an astonishing power to move coffee.

Take them for granted and your otherwise heavily weighted promotion barely budges volume above normal.

They are the men who put your promotion to the ones who count—the grocery executives who decide coffee shelf position and mass display; the restaurant operator who decides coffee grade, brewing and service.

They are the men who have to meet, face-to-face, the gripes, the complaints, the questions.

Your grand plans are no better than these men.

Your ideas, your enthusiasm, your objectives are non-

existent to the grocer and the restaurateur—unless these men give them life in daily contacts.

Are these men worth investment?

Are they worth time, money and training to make them higher-powered merchandisers, more enthusiastic company representatives, better coffee men?

Take a cold look at your salesmen set-up.

Are you using even known techniques for building morale and enthusiasm?

Do you shrink from that next salesmen's meeting and its by now unexciting routine? Or are you coming at it with a fresh approach, based on solid objectives, sharp selling weapons and respect for the men?

Are you ready to size up their coffee know-how—and to fill-in with the background every coffee salesman should have?

In your plans for sales volume in the year ahead, remember your "front line" boys.

Tea keeps it going

The tea industry continues to keep tea going—in the direction of growth.

With the smoke still unsettled from the industry's biggest hot tea promotion yet—"Take Tea and See" time—tea men are already getting set for the iced tea season.

The Tea Association has set April 28th for this year's Midyear Tea Meeting, to be held at the Hotel Biltmore, New York City.

In the face of a complicated price situation, the Tea Association and the Tea Council are keeping their eyes on the main objective—enlarging the market for tea in this country.

The tea industry has matured rapidly in its ability to seek out additional sales potential, to determine the facts, and to go after that potential stubbornly and specifically.

The enormous promotional strength the industry has been able to bring to bear stands as a model for other fields.

That strength is only in part a matter of dollars.

As much, or more, it represents the alchemy of multiplication which takes place when many efforts become a single effort.

The strength of the tea promotion lies in its nature: the united effort of all people in the industry, ranging from

growers in producing countries to packers and distributors here.

Cementing this unity are many factors, from this year's profit-and-loss statement for a regional packer to considerations which go to the heart of relations between the East and the West.

It is the special genius of the tea industry that it has largely succeeded in making these factors understood among its diverse elements.

For example, at the coming Midyear Meeting, packers will know that they themselves stand to profit from an energetic tie-in with the dynamic iced tea program.

They know that the United States industry as a whole will gain to the extent that they and their fellow packers back the drive.

They also know they will at the same time be strengthening American industry by enlarging its export market with tea dollars.

They are aware, too, that they will be helping in the soundest way to improve relations between this country and the tea-producing nations of the East.

All this lends depth and power and momentum to such programs as the upcoming iced tea campaign.

FEBRUARY, 1955

5 important steps in our service to the Tea Trade



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tea tomorrow

Is India trying to sit on two sides of the fence at once? A plantation viewpoint on the increases in export duty.

By VALALE I. CHACKO, Editor & Publisher
Planting & Commerce

There are three aspects of India's policy in regard to tea highlighted by the latest decision to further enhance the export duty on this commodity to ten annas a pound.

The new rate is not one which the producers can reasonably claim to be too heavy on them at present. Part of it

may be absorbed by a diminution of the quota price and part of it in a further increase in export prices, which has already occurred.

When the last increase was before the Lok Sabha on November 23rd, the Commerce Minister explained that the moderate rate of increase announced on October 1st, 1954, was a long-term view. The length of that view appears to have been precisely 99 days.



Yet the government is right in making this increase, which it can make only when prices are so high. Its revenue expectations from other duties have not materialized, and duties on several items have had to be slashed. So, from revenue considerations, the government had to draw on a commodity the consumers of which are foreigners. The Indian consumer is guaranteed an abundance of supplies which partly contributed to the increase in the export prices.

The government's policy in tea has been that firstly enough tea should be retained within the country, whatever its direct effect on the foreign market; secondly, that if there is a high premium for the export quota, as a result of the wide disparity between internal and export prices, whoever holds quotas are entitled to its benefit; and thirdly, that immediate revenue considerations are more important than eventual effect either on the vast majority of consumers of tea, or ultimately on the producing industry itself.

It all flows from the first decision that the home consumer must be given the most favored treatment, whatever be its consequences to the country. There is, of course, the important consideration that the home market should be developed and the interests of the home consumer should come before revenue considerations.

India is not yet a great industrial country, and to be one India has to import goods and machinery from abroad, paying with her exports. Whether it is more important for the nation to encourage tea drinking than earning enough to import capital goods for the country's essential needs, it is one for the government to decide.

But it was only recently that the cess on tea, required largely for tea propaganda abroad, was doubled with a view to step up promotional activities. If the government considers the export market secondary, then its export policy and the revenue it extracts from the export appear consistent and intelligible; but not entirely the display of equal anxiety to promote exports by pouring more money into overseas propaganda campaigns. The government cannot have it both ways, hitting the foreign consumer with the left hand and applying the balm with the right.

From this policy of an exaggerated concern for the home consumer flow the two results that the government has been trying to deal with. India's pre-eminent position in the world tea market enables us to have a tremendous influence on the world supply and prices of tea. A more liberal export this year would have prevented this inordinate rise in the price of tea, which all are agreed will do great mischief in the world market. If in effect world consumption falls and Indian tea cannot be sold, the home market would hardly be in a position either to save the industry or to provide the exchequer with the revenue it will lose on export.

Coffee and tea among first products to be advertised

The germ of modern product advertising was born in the effort to introduce coffee and tea into England.

Book notices, rewards for the arrest of runaway servants and thieves and announcements by quacks began to appear about 1652, according to an item in the December, 1908 issue of The Spice Mill, now COFFEE & TEA INDUSTRIES.

A little later advertisements like these began to appear in the Mercurius Politicus, the Kingdom's Intelligencer and Publik Advertiser:

Coffee: "The grain or berry called coffee, growing only upon little trees in the deserts of Arabia. Brought from thence and as drunk generally throughout all the Grand Seignor's dominions. It is a simple, innocent thing composed into a drink."

Tea: "That excellent and by all Physitians approved China drink called by the Chineans Teha, by other Nations, Tay, alias Tee."

The value of tea is up!

From C. William Felton, of Henry P. Thomson, Inc., comes this proof that the price of tea has appreciated.

He sent two samples of fine B.O.P. Ceylon teas to William Van Rooy, widely known Cleveland broker.

Back came word that Mr. Van Rooy's offices had been burglarized.

Among other things, the two tea samples had been stolen!

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(actual size



How to make really good tea every time

HOT TEA

- Bring fresh, cold water to a full rol-ling boil.

- ling boil.

 2. Use your tea pot.

 3. Place one tea bag (or one teaspoonful) per cup in the teapot.

 4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

ICED TEA

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

SOME TIPS ABOUT TEA

- Tea experts recommend milk (not cream) because it lets the true flavor of the tea come through.
- through.

 If you want weaker tea, simply do this. Prepare as usual and then add a little hot water.

 Don't judge the strength of tea by its color. Some teas brew dark; others, light. Hardness of water also affects color.

 For the very best tea preheat the teapot. This helps you get every ounce of flavor out of the tea leaves.
- *Teapots retain heat best during brew-ing. They help you get the hefty, hearty flavor people like best.



How to make really good tea every time

HOT TEA

- 1. Bring fresh, cold water to a full rolling boil.
- 2. Use your tea pot.
 3. Place one tea bag (or one teaspoonful) per cup in the teapot.
 2.4.5 minutes.
- Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

HERE'S HOW TO MAKE GOOD TEA EVERY TIME





O Tea bag or teaspoon - it's up to you. Use one for each cup for a full flavored brew.

Have the water for your tea Boiling, boiling merrily!



Don't skimp the time in which you brew it, to 5 minutes, that will do it!

P.S.

For Iced Tea, use half again as much tea and pour into ice-filled glasses.

recommends instructions for tea packages

Layout and art for tested and approved recipe now available to all tea packers

When the Board Members of the Tea Association met earlier this year, they agreed upon uniform brewing instructions for tea packages. This move, they pointed out, would be good for everyone—the Tea Industry, the consumer, and every packer.

So they had the Brewing Committee review the whole tea brewing program. They retested and reaffirmed the basic rules for brewing good tea. Here are the results in 27 words:

FOR HOT TEA

- 1. Use boiling water.
- 2. Use one tea bag or one teaspoonful per cup.
- 3. Brewing time 3-5 minutes.

FOR ICED TEA

Use half again as much tea and pour into ice-filled glasses.

Uniform brewing instructions may seem like a small thing. But if people make tea properly, they'll like it better and drink it more often—a fact that can do much to increase tea consumption—and your sales. We can't think of a more important reason why you (and every packer) should get behind this program next time you print your packages.

tea council

500 Fifth Ave. • New York 36, N. Y.



Tea Movement into the United States (Figures in 1,000 pounds)

Black	Nov. 1953		YEAR 1953	Jan. 1954	Feb. 1954		April 1954	May 1954	June 1954	July 1954	Aug. 1954	Sept. 1954	Oct. 1954			Year 1954
Ceylon	1,831	2,575	45,675	3.093	3.756	4,401	7,062	6,749	4,742	1,585	1,022	2,190	1,653	1,640	1,963	39,856
India	2,335	3,107	37,532	4.048	4,049	5,129	6,432	3,945	3,167	1,588	1,545	2,144	2,283	2,410	3,385	40,871
Formosa	305	404	1,874	469	355	137	131	8	92	730	706	677	501	621	372	4,799
Java	527	528	6,714	700	904	1,330	1,165	1,114	1,167	882	429	329	667	688	629	10,004
Africa	87	112	3,786	66	272	710	517	733	1,272	708	258	677	272	67	132	5,710
Sumatra	420	239	4,458	613	593	497	260	629	494	280	130	383	137	289	386	4,691
Misc.	368	121	1,417	405	306	180	431	845	274	253	266	580	571	452	923	5,461
Green																
Japan	214	42	2,698	459	60	57	184	226	328	371	532	512	242	249		3,399
Misc.	68	- 5	312				31	5	5	43	40	12	64	29	27	249
Oolong																
Formosa	61	89	266	14	27	11	49	12	21	20	19	58	70	36	39	377
Canton	11	2	. 34	1						6	28	28	10	14	6	93
Scntd Cntn	5		35						2		22	14	10	13	3	64
Misc.			62	8	3	3			18	2		26	• • • •	14	7	3
Mixed	5	22	135			2	4	18			25		10			138
TOTALS	6 937	7 536 1	04 998	9 8761	0.915	13 207	16 966 1	4 985	11 584	6.468	5.022	7.630	6.490	6.522	8.0511	15.715

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Ceylon raises tea export tax again; Indonesia fixes duty

Tea export duties imposed by producing countries mounted last month as a factor aggravating the already unprecedented price situation.

On January 20th Ceylon tacked another increase on the tea export duty. This time the raise was equal to about six U.S. cents a pound, making the total export duty about 27 U.S. cents.

With the start of the New Year, Indonesia imposed a new export duty on tea, it is reported by Khalid Askary.

This duty works out to about 28 cents per half kilo on leaf and broken grades and 21 cents on small fannings and dusts, Mr. Askary said.

The duties effective during the first quarter of 1955 are being calculated on the basis of four per cent of fixed values for the two categories.

India's tea production hit 636,000,000 pounds in 1954

Tea production in India reached 636,000,000 pounds, in 1954, one million more than the estimate at the beginning of the season.

The year's production in North India was 508,000,000 pounds, it is reported by Valale I. Chacko, editor and publisher of Planting & Commerce, in a special dispatch to COFFEE & TEA INDUSTRIES.

South India's crop was 128,000,000 pounds.

The export allowed into December was 464,000,000 pounds.

After March 31st, 1955, unused export quotas will be converted into special licences valid for such periods as the government specifies.

This will be done to facilitate exports which might have been delayed beyond the quota year. Last year only about 11,000,000 pounds, were allowed for export from a carry over of 47,000,000 pounds. This year the government maynot repeat it, Mr. Chacko warns.

Leslie Gray gets O.B.E. for work

on tea with British Food Ministry

Leslie Gray, director of Brooke Bond & Co., London, was in Her Majesty's New Year's Honours List with an O.B.E. (Order of the British Empire), in recognition of his services as chairman of the distribution committee of the tea section of the Ministry of Food.

The distribution committee was set up by the British Ministry of Food at the beginning of World War II as a trade advisory body to the Ministry.

Much of the success of the Ministry's rationing and distribution policy over the war years could be attributed to the smooth relationship that existed between the tea trade and the government. Together they secured for the British people and the armed services adequate supplies of tea, helping to sustain the morale of the people.

As a member of the distribution committee from the outset, and for many years its chairman, Mr. Gray's personal contribution was considerable.

His many friends throughout tea trade circles in London, in the world's tea producing centers in India, Ceylon and Africa, and in the United States and Canada, are glad to learn his work has been so suitably recognized.

Salada district manager dies

Francis A. Kuhn, New York State district manager for the Salada Tea Co., Inc., died in Utica, N. Y., at the age of 45

He was associated with Salada for 22 years. His wife, two daughters and a son survive.

Tetley Tea's "positive" stray-iron guard saves 200 man-hours, \$5,000 annually

To insure the purity of its product, as well as to protect its complex and delicate machinery, the Tetley Tea Co., in its New York City and Savannah, Ga., plants, has set up a positive guard against the passage of stray iron particles.

They have installed powerful Eriez permanent plate magnets at the discharge end of their screening tables. As a result, according to Tetley's production manager, A. W. Dimes, approximately a pound of assorted nails, bolts, screws, etc., is being removed by the magnets every day. The estimated savings: 200 man-hours and \$5,000 in machinery damage annually.

The very real and considerable value of keeping the product free of contamination cannot, of course, be calcu-

lated.

As in so many instances where tramp iron defies every ordinary means of detection and removal, the success of the installation depends on putting exactly the right kind of magnetic units in the precise strategic spot to do the whole job. For this reason, Tetley Tea Co., Inc. requested Eriez Manufacturing Co., Erie, Pa., to make a survey and recommendations.

Production in the New York Tetley Plant, it was noted, follows a gravity feed system, working from the top floor down. At the uppermost floor, the chests of tea are opened and their contents transferred to a screening table. Here two Driver sifter machines—English imports—remove paper and similar debris from the tea before it travels by chute first to the cutting mills, then down again to the mixing machines, where the tea is blended, then down once more to another floor to the intricate pneumatic bagging machines and final packing.

Inevitably, however, with the opening of the nailed and metal-reinforced chests, nails and bits of metal occasionally drop into the tea. Similarly, the action of the machines will sometimes loosen a bolt or screw which may fall unnoticed into the mass of material. Since the screening table is not primarily designed to eliminate ferrous contamination, this metal may then be carried on down to do substantial damage to other machinery.

This is especially a hazard in the case of the bagging machines, where each individual filter paper bag, after being filled, stapled and tagged, is picked up and conveyed to the packing operators by means of very delicate wire grippers. A stray nail or screw—or even a smaller piece of metal—if caught in these wires, can bend them, tear the bags, or do even more serious damage to the machines, enough to make it essential to halt production entirely until the metal is removed and damaged parts repaired or replaced.

The equipment prescribed by Eriez Manufacturing Co. to correct this difficulty consists of a pair of permanent plate magnets which span the 36-inch width of the two screening tables. Each magnet forms a kind of ultra-magnetic lip over which every particle of tea must pass as it leaves



When this screening table at Tetley Tea's New York City plant is in operation, the tea falls freely into the chute at the right. But an invisible barrier to the passage of any stray iron is set up by the Eriez permanent magnet along its edge, shown here exposed. Looking at the day's catch of nails, nuts, bolts, etc., are Victor Piteo (right), superintendent of the New York plant, and a Tetley Tea employee.

the screening table. The tea flows freely across the face of the unit into a chute; but the penetrating action of the powerful magnetic field attracts any ferrous particle, through the maximum depth of flow, and secures it instantly and firmly to the magnet's face. Periodic removal of metal accumulations by the operator is the only maintenance ever required by these magnetic separators.

Like other permanent magnetic equipment designed and manufactured by Eriez, the plate magnets are powered by elements of Alnico V, the component materials of which are precisely combined, and then energized to a specified potential, to operate with maximum efficiency under the given conditions. They are available in a variety of strengths and sizes, and in stock widths from four to 48 inches, with intermediate and greater widths available on order. The Eriez Manufacturing Co. guarantees the magnetic efficiency of these non-electric units indefinitely.

Biderman named executive secretary

of Premium Advertising Association

George Biderman has been appointed executive secretary of the Premium Advertising Association of America, New York City, succeeding Frank H. Waggoner.

Mr. Waggoner retired after having been continuously active in the premium advertising industry since 1914, when he became editor of *Novelty News*, forerunner of *Premium Practice Magazine*.

Mr. Biderman has been public relations counsel for the association, and will retain responsibility for those functions in his new post.

Vinnicombe tells India of dangers in unstable export duties on tea

Edward J. Vinnicombe, Jr., president of the Tea Association of the U.S.A., has emphasized the dangers to India's tea market in the United States resulting from frequent changes in export duties.

Mr. Vinnicombe is on a tour of tea producing areas. He made the point at a reception tendered him in Calcutta by Indian tea planters, according to a Reuters dispatch.

Mr. Vinnicombe, who heads the tea department of McCormick & Co., Inc., said the New Delhi government must protect contracts between United States business men and Indian tea companies against frequent shifts in tea export duties.

The Tea Association president is on a three-month visit to India and Ceylon, and to Nairobi and Mozambique in Africa.

Mr. Vinnicombe is making the tour primarily on company business, but he is also discussing with trade and government leaders questions of interest to the entire United States trade, such as export duties.

Tea Association delegates to Council board held over for another term

The six members of the United States industry serving on the board of directors of the Tea Council will continue in that capacity for another term.

The decision was made at a recent meeting of the Tea Association's board of directors.

The six are: Robert B. Smallwood, president, Thomas J. Lipton, Inc., Council chairman; C. William Felton, vice president, Henry P. Thomson, Inc.; Edward C. Parker, president, Tetley Tea Co., Inc.; Edgar Pinto, vice president, Salada Tea Co., Inc.; Edward J. Vinnicombe, Jr., McCormick & Co., Inc.; Samuel Winokur, vice president, Seeman Brothers, Inc.

New folder tells about automatic packaging

A new eight-page folder in color explains and describes fully the application of Stokeswrap automatic machinery to achieve high-speed, low-cost packaging of a wide variety of products.

Feed mechanisms to handle liquid, semi-liquid, granular and powdered products are illustrated and described, along with listings of typical products now being packaged by Stokeswrap automatic machines. Complete data is given on package types, sizes and the many kinds of packaging materials which can be used to increase product sales appeal.

The folder, P-801, will be mailed on request by the Stokes & Smith Co., Philadelphia.

Corley to chair PMMI spring meeting

John P. Corley, vice president, Miller Wrapping & Sealing Machine Co., Chicago, will be chairman of the spring meeting of the Packaging Machinery Manufacturers Institute, to be held April 16th-17th at the Palmer House, Chicago, according to announcement made by Tom Miller, PMMI president. Assisting Mr. Corley as members of the program committee will be Charles L. Barr, F. B. Redington Co.; H. Lyle Greene, Peters Machinery Co.; and I. H. Risser, U. S. Bottlers Machinery Co., all of Chicago.

IRWIN-HARRISONS-WHITNEY, INC.

TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

selling the waitress

. . . sells more tea

Salada's experiment in Canada shows what can be done to boost restaurant volume by sharp focus on service.

Tea sales in restaurants can be expanded enormously if waitresses are shown how to direct consumer beverage selection—and if they follow through on this training.

This was indicated recently by an experiment in Canada—a promotion designed to demonstrate that high profit tea volume in restaurants could be increased through

careful planning centering on service.

Average increases of 52 per cent in tea sales were recorded in Honey Dew and Muirhead restaurants in Toronto, Montreal, Ottawa, Hamilton, London, Windsor, Niagara Falls and Vancouver during a two-week special tie-in promotion with Salada Tea, according to detailed figures just released by Canadian Foods Products Sales, Ltd.

The promotion was planned jointly by W. F. Deal, Canadian Food Products Sales and the Salada Tea Co.

The program was then carried out by all branch managers of Canadian Food Products Sales—J. A. Thibert, Alex McIntosh, J. H. Kliewer and W. Tuson.

The campaign, which coincided with National Restaurant Month, had the double objective of increasing tea sales for the two-week period and also demonstrating to store personnel the possibilities for increasing consumption of this high profit item through careful attention to service.

The promotion began with a "tea party" at the Salada plants for store managers and supervisors of the restaurant division, as well as for the industrial catering staff. The story of tea was unfolded during a tour of operations, and was followed by a question period under the direction of the company's tea buyers, designed to bring out the importance of quality and preparation in building "repeat" customers.

The slogan of the campaign was "Time for Tea." It was carried out in multi-colored teapot cutouts for window displays. Smaller replicas were employed as tray drop-ons and colorful plastic teapot badges were worn by the

waitresses.

Success of the promotion is attributable to the high degree of cooperation obtained by the restaurants' management from their staff. To provide incentives for everyone engaged in the operation, cash awards for the winning stores were made available by Salada.

To check results, tea sales as a percentage of total sales were compared with the same period in 1953.

Individual stores showed gains for the most part varying from a low of 1.6 per cent to a high of 320 per cent. Five stores showed increases over 200 per cent and eight exceeded the average gain of 52.5 per cent.

Some of the largest increases were chalked up in On-



This "tea party" at Salada's head office in Canada was the first of the two week promotion, which upped sales 52 per cent. Here Salada sales personnel and visiting restaurateurs demonstrate campaign display pieces following plant tour and tea-tasting session.

tario stores, where the overall average gain climbed to 87 per cent for the promotion.

An interesting point demonstrated by the test is the ability of a restaurant organization to direct consumer selection almost at will toward a high profit item.

To a layman, tea may not seem to bulk very large in the total picture, but according to Canadian Food Products figures, it accounted for as much as 10.6 per cent of the gross sales in some outlets. This percentage varied according to the type of operation and location and type of customers, but in no case was it insignificant.

The general conclusions from such an experiment would seem to be that tea sales can be expanded, particularly if waitresses are trained to direct consumer beverage selection. Moreover, tea sales bulk so large in gross sales they can have an important influence on profit.

Booklet on global strategy for tea has convention talks by Bowles, Hyde

"New Global Strategy for Trade and Tea" is the title of a recent 58-page booklet.

It contains talks at the ninth convention of the Tea Association of the U.S., by Anthony Hyde, executive director of the Tea Council of the U.S.A., and Chester Bowles, former U.S. Ambassador to India.

Events since the convention have magnified the importance of the reports, comments Edward C. Parker, chairman of the executive committee of the Tea Association.

1955 midyear tea meeting to kick off powerful iced tea campaign

This year's iced tea campaign will be launched at the 1955 Midyear Meeting of the Tea Association of the U.S.A., Inc.

The midyear event will be held April 28th at the Hotel Biltmore, New York City.

A luncheon followed by a short business session, the meeting will pinpoint tea progress to date and lay out the 1955 iced tea program, expected to be the most aggressive in the industry's history.

Chairman of the event is Edward C. Parker, president of the Tetley Tea Co., Inc.

O'Rourke promoted to assistant

vice president of Aldine Paper

Thomas J. O'Rourke has been named assistant vice president of the Aldine Paper Co., it has been announced by Harry E. Gould, president.

Mr. O'Rourke is well known in tea and coffee trade circles, having started his career in 1934 with the Chase & Sanborn Division of Standard Brands, where he received training in every phase of the green coffee and roasting departments of the company.

Mr. O'Rourke's many activities with Standard Brands brought him into close association with the tea industry, and he was also trained in tea testing, blending and production. During his career with Standard Brands he was transferred to the San Francisco plant, in charge of tea operations.

While on the West Coast, he was elected to directorship of the Western States Tea Association and took an active part in association affairs, serving as chairman of the tea brewing committee. In 1948, he joined the Aldine Paper

Mr. O'Rourke is widely known abroad, and has many friends in London, Calcutta, Colombo and other tea producing countries. He is one of the original founders of the Junior Board of Directors of the Tea Association, and is currently serving on this board as chairman of the social committee. He is also active on the membership committee and brewing committee of the tea Association.



Thomas J. and the O'Rourke grin. He has been named assistant vice president of the Aldine Paper Co., suppliers of tea bag paper to the industry. Active in trade activities, Mr. O'Rourke has headed up memorable social programs at the tea conventions for several years.

Mr. O'Rourke's many activities include membership in both the New York and New England Tea Trade Clubs. Very recently he participated in the Television Task Force sponsored by the Tea Council, which included personal TV appearances on behalf of the tea industry over several networks throughout the United States.

Party marks 20th anniversary

in tea of Clement Hakim

People on the fourth and fifth floors of 91 Wall Street, New York City, wondered last month at the gay sound of live music filling the air of a seemingly ordinary Monday

In the headquarters of Clement M. Hakim, one of the leading tea importers in the United States, a party was underway to celebrate his 20th anniversary in tea.

More than 70 tea men in the New York area were on hand for the event.

Lunch was served, buffet style, with an enticing assortment of foods, as well as liquid refreshments.

The party came the day before Mr. Hakim sailed for Europe on a five-week tour to check on tea developments in the United Kingdom, Holland and other tea markets.

Margolies heads tea, coffee

appeal in Salvation Army drive

The coffee and tea committee of the 1955 appeal for the Salvation Army is being headed up by Max Margolies, of the Tea Pack Co., New York City.

"I have accepted with the knowledge that our trade will wholeheartedly support this worthwhile cause," Mr. Margolies said.



Hoare Miller, Calcutta tea firm, marks 100th year in business

Hoare Miller & Co., Ltd., recently celebrated the centenary of its establishment in Calcutta.

The Calcutta branch was opened in 1854, and the firm has been members of the Bengal Chamber of Commerce since that year. During the early years, the Calcutta branch's initial interests were in the export of indigo from India and the import of cotton piece goods and other textiles. The firm rapidly expanded, and by 1870 was importing sugar from Java, salt from Liverpool and naval stores from Savannah

During the latter part of the 19th century, the company acquired several tea gardens, as well as other interests. Between 1880 and 1890, the company established the Tarakeswar & Bhanj Railway.

Soon after the opening of the Suez Canal the firm acquired an interest in the Star Line. Then they became agents for the Harrison Line, which now operates a service between Calcutta and the U.K. They are general agents in India for other steamship services.

In 1882 the Calcutta Steam Navigation Co., Ltd., was formed. Today this concern operates 189 river vessels of various types.

In 1914, with the expansion of the firm's business into timber and engineering, the company moved to its present commodious premises at Fairlie Place and Netaji Subhas Road.

In 1919, the Calcutta branch became a separate corporation, its first chairman being C. W. Rhodes.

Toward the end of 1952, the company acquired the firm of Scott & Pickstock, Ltd., thereby creating a large increase in its importing and contracting interests.

The present chairman is H. L. Robertson.

Hoare Miller & Co., Ltd. are represented in North America by Boukouris & Co., Ltd.

Seeman in modern new plant

Seeman Bros., Inc., packers of White Rose Tea and White Rose Coffee, have moved from their Hudson Street quarters on New York's west side to a new, modern building on 225th Street.

The new White Rose headquarters plant has a total of 350,000 square feet of space. Of this, 250,000 square feet on the lower level will warehouse the company's stocks.

The removal, according to company spokesmen, witnesses an expansion in Seeman's merchandising operations, with some 1,000 additional retail grocers signed up with the company's Good Food Store plan.

Under this program, Seeman will run advertising and furnish the stores with merchandising aids and other services.

In addition, some 60 supermarkets have entered into agreements whereby Seeman Bros. will act as warehouse for them.

These changes will not affect the company's regular service to its other retail customers, it was stated.

No brewing directions

Ever hear the story about the fate of the first pound of tea which arrived in Penrith, Scotland?

It was sent to friends there as a gift, with no directions on its use.

They boiled the whole pound, threw away the liquid, buttered and salted the leaves, and sat down to eat them.

"TEA is growing... keep it going!"

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street Boston, Mass. 120 Wall Street New York 5, N. Y.

Member: Tea Association of the U.S.A.

383 Brannan Street San Francisco, Calif.

China tea trade revived, but on different pattern, Hong Kong report says

The tea trade of China revived after 1950, but in a pattern very different from the prewar years.

This is reported by T. R. G. Fletcher, Canadian Trade Commissioner in Hong Kong, in an article in Foreign Trade, published by the Canadian Department of Commerce and Trade.

Hong Kong was never prominent as a tea trading center despite its extensive commercial relations with China, but its merchants always did a limited transhipment business in teas from the China mainland or Taiwan. The Colony is therefore a source of general information about the mainland tea industry, even though official and specific data cannot be obtained directly.

China's tea plantations are concentrated in the south and southeast provinces of Fukien, Anhwei, Kwangsi, Hopei, Hunan, Kwangtung and Yunan. Black, green and semi-fermented varieties of tea are regularly manufactured in quantity. Of these, China black tea is highly regarded in the United Kingdom, Europe and and Russia. China green tea dominated the North African market for over 40 years and is also favored in Russia. The semi-fermented varieties figure more largely in home consumption than in export trade.

Traditionally, China's tea exports have always by-passed Hong Kong, moving direct to overseas markets from the trading centers of Shanghai, Foochow and Hanchow. For a brief period after the outbreak of the Sino-Japanese War

Always ready to serve you.

CLEMENT M. HAKIM
Tea Importer

91 Wall Street

New York 5, N. Y.

in 1937, an attempt was made to funnel China's tea exports to world markets via Hong Kong, because the usual outlets were occupied or blockaded by the Japanese. However, even this diversion did not make Hong Kong important in the tea trade, because before long most of the Mainland producing areas themselves were occupied.

After 1945, the Chinese civil war postponed revival of the tea trade until 1950, by which time the Chinese communists had consolidated their position throughout the country. Under their direction, the tea trade is reviving, but in a vastly different fashion.

No statistics of production or export are available, but it is known that most, if not all, of the good types of black tea are going to Soviet Russia and satellite countries under barter agreements. Certain quantities of green tea are also going the same way.

In consequence, though they remain on demand, China black teas are unavailable in the international tea markets except for quantities which represent rejects within the barter scheme and which come out via Hong Kong, or irregular lots of good quality blacks sold by satellite countries which have too much tea or want to earn foreign exchange.

Mainland green teas withheld from the North Africa market from 1950 to 1952, and were temporarily supplanted by Taiwan greens, but in 1953 the Communist authorities resumed exports to Morocco on a fairly large scale. However, the current policy is not to export green teas of all qualities, as China did in the past, but to ship only selected top grades calculated to command the best prices. A limited portion of these mainland greens reach Morocco via Hong Kong, but on the whole the mainland has reaffirmed its intention to by-pass the Colony, as before.

One explanation of the fact that, by and large, China is exporting top quality teas only (even those types that have been bartered) is that all the second-grade and low cost teas are being consumed domestcally on an unprecedented scale because of better internal distribution.

Moreover, the authorities have ridden roughshod over the regional characteristics of Chinese teas which before were carefully preserved—individual qualities which had always held much interest for tea merchants overseas. Instead, they are ordering the wholesale production of standard blends through the use of centrally located blending depots.

No tea price relief in China deal, British mission reports

Business men who have arranged for China tea for Britain said in Hong Kong the deal would give British housewives no early relief from rising tea prices, according to a report by Khalid Askary.

Some members of the mission of 30 British and Hong Kong traders disclosed on their return from Peking that the Chinese had proposed a resumption of tea sales and had agreed to restore the old, familiar brand names.

But Hugh Flint of Matheson & Co., Ltd., London, who returned with seven other members of the mission, thought the amount of tea business members had done in Peking "was not appreciable."

China tea had always been dearer than Indian, he added, and it was "much too early" to say Britian could expect relief from her tea shortage or lower prices as a result of the negotiations.

Rapid growth of premium advertising brings record Chicago Exposition: 996 manufacturers in April event

Premium advertising, enjoying a current boom substantially above 1954's \$1.5 billion annual level, will have the largest event in its 104-year history when Chicago's Navy Pier becomes the site of the 22nd Annual National Premium

Buyers' Exposition, April 18th-21st, 1955.

The exposition of products especially designed or adapted for use as premiums and sales incentives outgrew the facilities of the Conrad Hilton Hotel," Gordon C. Bowen, president of the Premium Advertising Association of America, the sponsor of the event, said. "Now all available space

at Navy Pier was taken by mid-January.'

Hubbard T. Erickson, Jr., A. B. Coffman Associates, exposition managers, reports that "approximately 996 manufacturers will display thousands of products ranging from small novelties to television sets and white goods. Advance registration of buyers is substantially greater than in 1954, when more than 5,000 advertising and promotion men attended the four-day exhibit."

According to Mr. Bowen, the move to Navy Pier allows extra participation in the exposition and combines all ex-

hibits in a compact area on one floor.

While premium advertising directed to the consumer has shown a slight growth in the past year, major increases in the field have taken place in promotions directed at salesmen, distributors, jobbers and retailers," Mr. Bowen said.

"Several recent surveys indicate that between 60 per cent

and 70 per cent of all advertisers will be using premium promotions of one kind or another to get extra sales effort exerted on their products all through the channels of distribution.

Growth in consumer premium plans was somewhat retarded through the substitution by some advertisers of cash discount promotions and similar deals. Indications are that the cost and public relations problems connected with such deals are leading these advertisers to return to the more staple merchandise premium promotions. Should this trend develop, consumer premium volume during 1955 will be greatly increased."

The Conrad Hilton Hotel will continue to be headquarters for the 1955 exposition, with express bus service provided

from the hotel to Navy Pier.

The exposition management—A. B. Coffman Associates, 111 West Jackson Boulevard, Chicago 4, Ill.—is registering buyers in advance of the show, so that no delays will be experienced. The firm is also helping to facilitate accommodations at the Conrad Hilton Hotel for advance regis-

Attendance at the exposition is limited to representatives of companies using premiums in their advertising and sales promotion programs and their advertising agencies. It is not open to the general public.

More caffeine in green tea

Green tea is generally stronger than the black tea. The tannin and caffeine content in green tea is higher than in black tea.



Green tea processing methods going mechanical in Japan

Green tea processing methods are shifting from hand to mechanical methods in Japan, according to an article by Professor H. Maas in Kaffee-u. Tee-Makt, Hamburg.

The countries that use black teas and green teas lie mainly between 20° and 60° latitudes in the Northern Hemisphere. Between 40° and 60° latitudes, mostly black teas are consumed; and between 20° and 40°, green teas.

The manufacture of green tea requires small, though unfolded, leaves covered with a lot of glossy hairs on the sides. After some exposure to air the hairs turn white, which give the leaves a grey-green color. The first pluck would therefore be good for black.

The manufacture of green tea starts immediately after plucking.

In China, manufacture is carried on by very small units (which may be said to be cottage industry units) but in Japan it is being taken over more and more extensively by the food trade and manual work is being displaced by mechanical processers.

Machine manufactured teas are not as highly appreciated as the hand made ones. The Japanese housewives' manual operations of rolling and sorting which are the concluding stage of the manufacture, as in China, give to the teas more tastefulness than mechanical work can.

The common theory of green tea is that it is obtained by a process that does not push the use of steam-heating to

GEO. WILLIAMSON & CO. LONDON, ENGLAND

> and NAIROBI, KENYA

WILLIAMSON, MAGOR & CO. CALCUTTA, INDIA the point of the fermentation that is given to the black tea and causes a loss of etherish oils. The enzymes of the leaves are only partly destroyed in high temperature in the making of green teas. For this reason, there is only partial oxydation of the tannin stuff and no loss of color; that is, the manufactured leaf does not turn brown or copper colored, but remains green.

Automatic electrical weighing for powders

Electrical weighing with automatic control of flowing powdered materials in hopper carts is the first application of a new floor-level platform scale announced by Baldwin-Lima-Hamilton Corp., Philadelphia.

Lima-Hamilton Corp., Philadelphia.

The new scales, of 500 pound capacity, can be set in a pit 10½ inches square and less than 12 inches deep.

A variety of instrumentation can be used with the scale, including indicators, recorders, and control equipment.

American Can names two new general managers

The American Can Co. has appointed new general managers of its manufacturing and purchasing departments, it is announced by William C. Stolk, president.

C. F. Lausten, assistant general manager of manufacture, has been named general manager of that department, succeeding G. W. Reese who has been elected vice president in charge of the Atlantic division.

H. R. Larsen has been made general manager of the general purchasing department. He had been assistant general manager.

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120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

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We offer a comprehensive Tea Brokerage service based on experience of many years.

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NEW YORK CITY 5

it's shelf position that counts

By JERRY FOLEY, Sales Promotion Manager Rossotti Lithograph Corp.

Here are more hard-hitting ideas on packaging design, pointed up by Mr. Foley in his lively company letter, "Self Service Merchandiser.

For packaged goods marketed through self service outlets, the package is the only salesman and the *only direct contact* between the company and *ALL* its customers. Therefore, the package design is the ideal vehicle to demonstrate the company's service to the consumer. It's the only possible

follow-through to guarantee satisfaction and the only opportunity to say "Thank You."

Food package design furthermore represents the highest form of credibility of any advertising media because today's housewife is well aware that the "over-enthusiastic" claims frequently made in other media dare not appear on the food package.

There is no question, of

course, of the pronounced advantages of mass displays and shelf positions in the self-service store. They're pretty hard to beat as a means of stimulating impulse buying and increased sales.

Recent tests show conclusively that shelf position and facings in self service food markets produce greater sales results than price.

It works in reverse, too. Testing various shelf positions for effectiveness, a group of supermarkets recently reported that they were able to reduce the sales of even the best known

and largest volume brand by almost 50 per cent, simply by giving it poor shelf position. And the same tests also showed that the individual stores suffered no loss in sales volume for the same commodity packaged by other brands.

The food package that is designed to serve as an advertising medium as well as a container presents unusual sales advantages to the retailer, as well as to the manufacturer. A sparkling new package design, keyed to today's market and based on today's consumer wants, can readily accomplish the all-important task of on-the-spot selling demanded by modern self-service merchandising.

The package that shows the product in use . . . demonstrates additional out-of-the-ordinary uses . . . stresses the benefits to the consumer . . . clearly and legibly explains how to prepare and use the product . . . points out the time-and-trouble-saving advantages—in short, the package that establishes *DESIRE* and gives the shopper a *reason* for buying—that's the package that will lead the parade from the retail shelf to the market basket.

Such a package will interest the retailer, too, because he knows that over half the purchases made in his store are unplanned, point-of-purchase impulse buys. And he's the fellow who assigns the shelf space in his store to your product.

Your package may be your best ad medium, and the least costly. There is no mortality, as in the case of other point-of-sales material. The dealer has bought and paid for it. In the self-service stores he'll keep it on display until he sells it. Then he'll buy more.

Have you considered that you have at your disposal, and practically for free, a new, tested and proved sales medium in your package? The recent case histories of many of our

Two new instant coffees hit the market. Old Judge has been introduced in ten states, Bailey's Supreme is distributed in Southeast. Old Judge is packed in four-ounce and two-ounce glass jars supplied by the Owens-Illinois Glass Co., labels by the Rossotti Lithograph Corp. Bailey's Supreme is packed in five-ounce and two-ounce glass from Owens-Illinois, with labels by the Stecher-Iraung Co.





clients demonstrate this point of view most convincingly.

A few statistics . . . and a mental picture:

More than 75 per cent of women shoppers in self-service stores use no shopping list at all. More than 60 per cent of all purchases in these stores are made on the impulse of the moment. Frequently the shopper takes only a few seconds to decide on each purchase.

If your package is to compete successfully today in selfservice stores, it must be given a voice. A convincing and

compelling voice.

This can be done. It is being done. But it has been stated by competent authority that fully 80 per cent of the food packages on the market today, need to be re-designed to take full advantage of impulse buying in self-service stores.

American Can elects two divisional v.p.'s

The board of directors of American Can Co. has announced the election of new vice presidents for the firm's Atlantic and Pacific divisions. They replace two veteran officers who have retired.

G. W. Reese, general manager of manufacture, has been elected vice president in charge of the Atlantic division, with headquarters in New York City. He succeeds S. D. Arms, who has retired after 42 years of service with Canco.

R. C. Stolk, manager of sales for the Pacific division, has been elected vice president of that division, with headquarters in San Francisco. He succeeds C. W. Roberts who had been with the company for 43 years.

six ways to sell more coffee at retail

(Continued from page 32)

Some food store operators strenuously object to having demonstrators take up space and slow up traffic in their stores, even though they admit demonstrations frequently are effective.

Why not establish permanent coffee bars in big food stores? You know the coffee break has been successful in promoting greater use of coffee. Coffee bars would reach teenagers who are important buyers in food stores.

Finally, my sixth suggestion is to expand your advertising and public relations program in order to increase per capita consumption and thereby build greater sales for your customers.

More coffee advertising, skillfully prepared, should increase consumption. Part of such advertising should be used to show that your food store customers sell coffee at a very close margin, that they gyp the public no more than the roaster, the importer or the producer. People have a lot of misconception about profits. Many believe the so-called middleman really is a highjacker. Why don't you tell the public the great part the retailer plays and the small profit he collects in selling coffee? That kind of advertising would pay you a handsome return.

A great many operators think you publicize the fluctuation in coffee prices in a way that embarrasses them. I know how anxious you are to see retail prices come down, but publicity coming too quickly after a market decline can force your customers to sell coffee at an actual loss.

I'm glad to hear that there are prospects that you will

Barrows promoted by Arkell & Smiths

Sheldon Y. Carnes, vice president and general sales manager of Arkell & Smiths, manufacturers of multiwall and specialty bags, has announced the appointment of W. H. Barrows as New England District Manager.

Mr. Barrows, formerly a sales representative in the New England area, is a graduate of the University of Maine who has been trained at the Arkell & Smiths Canajoharie, N. Y.,

plant

With the recent acquisition of a fourth bag-making plant at Hudson Falls, N. Y., and the addition of equipment to the Canajoharie plant, Akrell & Smiths is prepared to offer its complete line of bags to the New England area. Mr. Barrows will make his headquarters at the Statler Office Building, Boston, Mass.

Bowen heads advertising for Gair

George Bowen has been named manager of the advertising department of the Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers.

He joined the company in 1953, with seven years pre-

vious experience in the advertising field.

A native of Massachusetts, Mr. Bowen is a graduate of Providence College. He spent three and a half years in the U. S. Army Air Force, two years with the 8th Air Force in England, as a bomb sight and automatic pilot maintenance man.

step up your advertising and public relations expenditures. That's all to the good.

Visit one of the newest large supermarkets in your our community. While you are walking around this store, ask yourself this question: "What specific things do my salesmen do in this store to help this customer sell more coffee?"

My point is that the function of selling has changed so much with the advent of these gigantic self-service stores that many sales managers themselves are almost unaware of what has happened. It's not enough these days to quote prices, show advertising or even protect customers on an advancing coffee market.

Salesmen today must be distribution experts. They must know more about how to sell coffee out of stores, and sell it profitably, than the customer himself.

What things? Well, a new and exciting way to set up a coffee department that has been store-tested to produce increased sales of all brands of coffee, not just your own brand. How to put on a big coffee sale that will increase store traffic, increase sales and make money for the operator.

It's not enough these days to say, "push my brand." Salesmen can't rely only on their personality, the reputation of their brand, and the quality of their coffee. They must offer a real service that will sell coffee out of, instead of merely to stores. They must be what Elmo Roper calls distribution experts.

Is this an idealistic philosophy of selling? I don't think so. I believe it is a practical, down-to-earth philosophy that will produce greater sales for the customer and the coffee roaster alike. But it requires vision to put it into operation. And you must supply that vision in your business.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the chemistry of vanilla

By JAMES J. BRODERICK, Flavor Chemist Givaudan Flavors Inc.

"The Chemistry of Vanilla"—of which this article is Part I—was originally written as a chapter for a contemplated book.

Publication here is timely. The material is a summary of a good deal of the known works on the subject. This can be especially helpful now, in view of the compilation of information on the subject and the research sponsored by the Flavoring Extract Manufacturers Association and the Vanilla Bean Association of America at the Boyce Thompson Institute.

It is the author's opinion that there is an astonishing amount of data available which has not—until now—been compiled and correlated.

Although the principal flavoring ingredient of vanilla beans is vanillin, less than 30 per cent of the actual flavor of vanilla comes from vanillin itself, the greater portion coming from other ingredients present in the bean. The flavor of vanilla can be roughly divided into two portions:

the aromatic portion, which gives pure vanilla its delicate creamy flavor, and the vegetable portion, which gives vanilla its body and depth of flavor.

The aromatic portion, of which vanillin is but a part, is responsible for vanilla's characteristic flavor, and is, therefore, the part of vanilla with which we are most anxious to be more familiar.



Working in two different countries with two different points of view, Goris' and Gnadinger² have been responsible for the greatest clarification of the mystery of the vanilla aroma. Both these men, recognizing the fact that aromatics other than vanillin played a major role in the true vanilla flavor, sought to identify these other components.

Before we can understand fully the different approaches used, we should first discuss the mechanism of vanilla "fermentation."

For years it was an accepted fact, not substantiated chemically, that vanilla contained a substance which through the action of "fermentation" split into vanillin. Busse showed

that the splitting of this unknown substance was caused by an acid or emulsin, and he therefore deduced that the original product must be a heteroside, and more specifically, a glucoside.

Lecompte' theorized that the original product was a conferoside which under the action of an oxidase would split first to vanilloside, which hydrolyzed by emulsin, would give glucose and vanillin.

$$C_{6}H_{3} - OCH_{3} - OCH_{3} + O_{2} \rightarrow C_{6}H_{3} - OCH_{3} - OC_{6}H_{11}O_{5}$$
Coniferoside Oxidase Vanilloside

$$+ \text{ H}_2\text{O C}_6\text{H}_3 - \text{OCH}_3 + \text{C}_8\text{H}_{12}\text{O}_6$$

Vanillin Glucose
Goris¹ points out that one could just as well conceive
the hydrolysis preceding the oxidation, in which case the
coniferoside would split into coniferyl alcohol and then
by oxidation to vanillin.

$$C_6H_3$$
 CH CH CH CH_2OH C_6H_3 $COC_6H_{11}O_5$ $COC_6H_{11}O_5$ $COC_6H_{12}O_6$ $COC_6H_{12}O_$

$$C_6H_3$$
 $\stackrel{\frown}{-}$ CH $\stackrel{\frown}{-}$ CH_2OH $\stackrel{\frown}{-}$ CHO $\stackrel{\frown}{-}$ CH_3 $\stackrel{\frown}{-}$ OCH_3 $\stackrel{\frown}{-}$ OH $\stackrel{\frown}{-}$ OH $\stackrel{\frown}{-}$ OH $\stackrel{\frown}{-}$ OH

Since both vanilloside and coniferoside were known at the time of these hypothesis, Goris reasoned that their identity should have been proven. Vanilloside was obtained by Tiemann* in 1885 by the oxidation of the water extract of green beans. He called the product glucovanillin. It has been identified in the pericarp of oats.

Goris, in an attempt to prove the above hypothesis, extracted green vanilla beans and biochemically tested for glucosides on one portion and extracted the heterosides from the other portion. His work showed that the green vanilla bean contains a heteroside which splits by the action of emulsin and that this heteroside is probably vanilloside (glucovanillin of Tiemann). He also found that if other

glucosides existed that they were only present in very small

In the later work, Goris' definitely proved that small amounts of other heterosides were present but in too small a quantity to positively identify. For this reason, a larger quantity of beans was treated, with the purpose of identifying the other heterosides. After a great deal of tedious work on the extraction and separation of the heterosides, Goris obtained two perfectly separated products. The first one, the bulk of the heterosides, he identified as vanilloside. This heteroside was in a pure form. The other heteroside could not be made pure, so the mixture was split in an effort to identify the end products. Vanillyl alcohol was obtained, and not coniferyl alcohol, which refuted the hypothesis of Lecompte. Other end products from the mixture of heterosides could not be identified.

In an attempt further to identify the unknown constituents of vanilla beans, a large amount of green beans was extracted and a vanilla absolute of green vanilla was obtained. This product was then treated with emulsin on the theory that the end products resulting from this treatment would correspond to the aromatic constituents of vanilla beans. A bisulfite solution was used to separate the vanillin, and upon repeated recrystallizations, a small amount of another aldehyde was obtained and this was identified as protocatechualdehyde 1, 3, 4. The acids recovered from the alkaline solution were separated and identified as vanillic and protocatechuic acid 1, 3, 4.

From the residual solution an oily product was separated which was proven to be an ester but could not be positively identified. - Goris was certain that this was the end product of the unknown heteroside.

As a result of his work, Goris made the following conclusions on the origin and identification of the aromatic constituents of vanilla:

1. That the perfume of vanilla originates from the splitting of heterosides present in the green bean and that the one present in the largest amount is vanilloside.

2. Besides vanilloloside, a second heteroside identified was vanilloloside (gluco vanillic alcohol) which splits to vanillic alcohol. A third heteroside which upon splitting gives an ester of fine vanilla odor could not be identified. This heteroside gave a red color with concentrated sulfuric acid, contrary to vanilloside, which gives a yellow color. The split product gave no color with dil. FeCL₃ whereas vanillin gives a violet blue color with this reagent.

3. There is also a fourth heteroside, which probably is the glucoside of protocatechuic aldehyde 1, 3, 4. After splitting it gives a green color with dil. FeCL_a.

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Biggest year for firm seen by Percy Magnus

Brightest prospects for MM & R during 1955 were forecast by President Percy C. Magnus, at the 24th national sales conference of Magnus, Mabee & Reynard, Inc., at the Hotel Sheraton-Aston, New York City.

The conviction that 1955 will see MM & R achieve its greatest sales peak also further voiced by vice presidents Joseph Baird Magnus, Robert Burke Magnus, George H. McGlynn and other company officers and executives, including Arthur H. Downey, chairman, and Bernard Jeffs, cochairman of the conference.

Guest speakers included Charles Reed, of the Lederle Laboratories, who spoke on "Modern Flavors for Modern Medicines.

Special panels comprising the company's flavor and perfume specialists covered leading industries in which MM & R products are used.

Fritzsche adds space, laboratory facilities

To provide increased laboratory facilities for its growing perfume, aromatic chemical and technical odorant divisions, Fritzsche Brothers, Inc. recently acquired 20,000 additional square feet of floor space directly above its New York City headquarters in the Port Authority Building.

Now it's instant mustard

The Dell Food Specialties Co., Beloit, Wis., has introduced Bar-B-Q Instant Mustard and Bar-B-Q Instant Sauce to the institutional trade.

The mustard is made by adding water to the powder until the proper consistency is reached.

BEANS VANILLA

For over 90 years the recognized source of supply

THURSTON & BRAIDICH New York, N. Y. 286 Spring St.

DAMMANN & CO., INC. VANILLA BEANS

ZIMCO® LIGNIN VANILLIN, U.S.P.

71 Murray Street

New York City



A Finer Vanillin

SUBSIDIARY OF STERLING DRUG INC. 1450 BROADWAY, NEW YORK 18, N. Y.

the ginger story

cultivation, processing, marketing

This review of the cultivation, processing and marketing of ginger is from the report by India's Spices Enquiry Committee. Part II.

Area and production

The total area under the crop during 1951-52 amounted to 46,228 acres. As much as 46.4 per cent of this acreage was distributed in Travancore-Cochin and 28.3 per cent in the Malabar district of the Madras State. Between these two regions three-fourths of the acreage under the crop was distributed.

The total production during 1951-52 has been estimated at 18,221 tons, of which Travancore-Cochin and Malabar produced 12,071 tons. Out of this, 20 per cent is preserved as green ginger for seed purposes, and the producers retain another 5 per cent of the green produce for purposes of medicine and other domestic uses. The remaining 75 per cent of the west coast crop, amounting to 9,053 tons of dry ginger, constituted the marketable surplus available for export and internal distribution.

During 1952-53 the estimated acreage under the crop amounted to 49,458 acres, and the total production to 16,615 tons. The supply of commercial dry ginger from the west coast during the season is estimated at nearly 8,000 tons.

As ginger deteriorates in storage, it is marketed immediately after curing and drying. The main marketing season is during the months of January, February and March.

Export trade

India, Jamaica, and Sierra Leone form the main sources of supply of ginger, both before and after the war. While most of the western countries, such as the U. S. A., U. K., and Australia, imported ginger from Sierra Leone and Jamaica, the African territories, Arabia, Aden, and other Middle East Countries preferred the Indian products.

The preferential demand for the produce of Jamaica and Sierra Leone is attributed to the fact that the ginger produced in these regions is cheaper in price by 20 to 30 per cent, and is of better quality, having lesser fiber content, as compared to the Indian product.

Unless the intrinsic quality of Indian ginger is improved by breeding better varieties and all possible steps are taken to reduce the cost of production, the scope for expansion of India's foreign trade in this spice is limited.

The annual exports of dry ginger from India to the overseas markets during 1952-53 were the maximum, and amounted to 3,217 tons. More than half the foreign trade is with the countries of the Middle-East, the most important being Aden and dependencies, which accounted for 41 per cent of the total export trade.

Saudi Arabia comes next, and accounts for 18.5 per cent. Other importing countries are South Africa, Ceylon, Anglo Egyptian Sudan, Egypt, Iran, the U. K. and the U. S. A.

The export of dry ginger to the overseas markets takes place through the ports of Bombay and Madras.



Women cultivating ginger plants in India.

Qualities

The underground stems of dry ginger develop many lateral branches and when harvested are shaped like the fingers of a hand. As there is a special preference for such "hands" and fingers in the foreign markets, merchants prepare dry ginger in three export qualities, B, C, and D, consisting of three fingers, two fingers and pieces, respectively. In European markets B and C qualities are in demand mixed in the proportion of 20:80.. The D grade is exported to other countries, and is also utilized for internal consumption.

In internal trade there are distinct qualities recognized according to the areas of production. The produce of Travancore-Cochin is marketed as Cochin ginger. In Malabar there are three qualities, of which the Chernad quality is considered to be the best. All this clearly shows that the trade has distinguished the quality characteristics of different types of ginger produced in the country, but no attempt has so far been made to prepare uniform grades and grade specifications for this produce on an all-India basis. The framing of such grades and grade standards will greatly facilitate business transactions.

Ginger for export purposes is packed in single new gunny bags. From 115 to 160 pounds of the product are filled in each bag. Along with standardization of grade, standards for packing should also be prescribed for export purposes.

Assembling and distribution

The main assembling markets for dry ginger in Travancore-Cochin are Alleppey and Cochin. In the Malabar District the most important assembling market is Calicut. The arrivals in these markets take place mainly during the months of January to March. As the produce cannot be stocked for long, it is exported immediately, depending on the demand and the availability of shipping space.

The agencies engaged in marketing pepper also carry on the trade in ginger. The producers themselves carry small lots into the interior markets and make outright sale to the village merchants. When sufficient quantities are purchased by these village merchants dealing in hill produce, they take it to the assembling markets at Alleppey or Cochin or Calicut. There it is sold to the commission agents, from whom the shippers and exporters buy and export.

The commission agents play an important role here, and the ginger trade is mostly in their hands. They store the commodity in their godowns without charging any rent, and advance money to the village merchants to the extent of 75 per cent of the market value of the produce, for which 9 to 12 per cent interest is charged. In addition, they make deductions on account of discount on sale, commission, brokerage, charity and miscellaneous expenses. All these are deducted from the sale proceeds at the time of final settlement of accounts. These work out to nearly 20 per cent of the market value of the produce.

The village merchants thus realize only 80 per cent of the value of the commodity. The produce changes hands at least three or four times, and with each change the margin of the producer is reduced. The number of links in the chain could be reduced if the sale is attempted by the producers themselves on a cooperative basis. The satisfactory working of the District Produce Sale Society of Malabar, at Calicut and Vengara, endorse this view.

(To be continued)

Charles Gulden named president

of prepared mustard company

Charles Gulden, formerly a vice president, has been elected president of Charles Gulden, Inc., New York City, manufacturers of Gulden's Prepared Mustard.

Dunn heads New York polio drive for trade

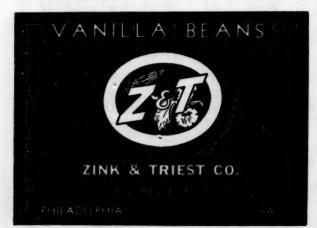
Arthur G. Dunn, spice importer, is spearheading the efforts of the spice trade on behalf of the 1955 Greater New York Campaign of the National Foundation for Infantile paralysis.

Serving as Mr. Dunn's co-chairman is Harry Schlichting.

Blaze wrecks Chicago spice plant

Fire raged through a six-story spice plant near Chicago's loop on New Year's Day, causing damage estimated at \$200,000, according to a United Press report.

The blaze was at the Kearns and Smith Spice Co. plant at 711 S. Wells Street.



India's current pepper crop at 20,000 tons

India's current crop is around 20,000 tons, a fall of 4,500 tons from last year, it is reported by Valale I. Chacko, plantation industry spokesman.

At the lowest prices now prevailing, India is herself becoming a larger consumer of pepper, so much so that less may be held up at the terminal ports, Mr. Chacko comments.

Senate group rejects CEA controls

(Continued from page 19

to come up with "a cease and desist order disposing of the proceeding in accordance with the rules of the Commission."

The Senators also noted action by the Rio de Janeiro conference of finance ministers last November to set up an international committee to study ways to smooth out the wide swings in coffee prices, and to keep them "within limits satisfactory for producers and consumers."

The decision was by a three-to-one vote, with Senator Paul H. Douglas (D., Ill.) dissenting. Senators J. Glenn Beall, (R., Md.) chairman of the subcommittee, Prescott Bush (Rep., Conn.) and Frederick G. Payne (R., Me.) voted for a hands-off position on Exchange controls.

voted for a hands-off position on Exchange controls.

Senator Homer E. Capehart, chairman of the full Banking and Currency Committee, was influential in the majority recommendation. He attended the Rio de Janeiro conference and commented that he thought it was "not a good thing" to return from that conclave and then put in a bill to control the Exchange.

The subcommittee report was made the day before the terms of Senator Capehart as committee chairman and Senator Beall as subcommittee head came to an end. The 84th Congress was organized the next day by the Democrats

Senator Capehart was succeeded by Senator J. William Fulbright, Arkansas Democrat.

The subcommittee said in its report that the price rise was "not surprising" in view of the freeze that struck coffee areas in Brazil in July, 1953.

But it added that the price rise went "far beyond that to be expected by the natural law of supply and demand."

The committee said that lack of accurate data by which future crops may be reliably forecast contributes to the wide fluctuations in the price of coffee.

Congresswoman Sullivan, Missouri Democrat, announced that she would introduce legislation to put coffee under the trading controls of the Commodity Exchange Act.

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AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

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San Francisco Samplings

By MARK M. HALL

■ ■ When one reads this review it requires a little looking backward, but often, it indicates the forward look of some coffee men, whose ideas may be the real news of the moment. No coffee man would permit himself to be quoted, and especially not if he looks into the future. However, many of them seem to be able to anticipate the market, at least in theory. Whether they take advantage of it is another story, and a matter of balancing the right guesses with the wrong ones.

According to many green men, what now seems to be shaping up is a battle between political forces and the laws of supply and demand. Brazil is making the effort to have an understanding with Colombia and Central America as to stabilizing the price of coffee. So far Brazil has carried the ball, but the other producing countries have made the touchdowns. She has removed her own competition, taking coffee off the market by pricing, and allowed other coffee countries to sell under this market protection. According to the students of the market on California and Front Streets things won't work out Brazils way.

Here is what they say as to Central America's part in the drama of markets. In the first place, the roasters are buying only for immediate needs. There is no confidence in future prices. At one time they bought Centrals for inventory, but the supply is more plentiful this year because of good crops, and now it is not necessary.

Central American countries have held back and now have to sell. They do not have the storage facilities and the coffee will spoil if they hold it too long. They will sell for a price and are doing it now. Salvadors are off three cents. Nicaragua and Mexico are in the same position. They must sell by January, February or March. It is said there is a total of 3,000,000 bags pressing the market for sale. Mexican Coatepec coffees sold on the Gulf and Atlantic Coast for 66 cents, while Santos sold for 67½ cents. Mexicans should have sold at least even with Santos, if not higher. Brazil 4's have sold for 67 and 66½, while Colombians sold for 68½. This differential is too narrow and indicates the pressure to sell.

Last December spots brought a premium of three cents over nearby shipments. Today, in January, there is only about a half cent premium over February. While there was little change during January in March futures, December has held at a low point, having slid back toward the end of the month. This differential indicates the lack of confidence in the future, and it is determining the nature of the buying by the roasters.

Can Brazil refuse to sell coffee without price fixing when she may be confronted with a 6,000,000 surplus in the 1955-56 crop? At least, that seems to be the opinion here.

■ Stanley Evans of the Harbor Board of San Francisco reports that coffee imports for 1954 totaled 114,249 tons, while for 1953 it was 142,407 tons.
■ J. B. S. Johnson, of Otis, McAllister, gave a cocktail party recently to Dr. Mariano Ospina Perez, first general manager and present chairman of the board of the Federation of Coffee Growers of Colombia, and to Earl B. Ackerman, vice president of Otis, McAllister. The gathering included about 150 or more men in the coffee trade, steamship executives and bankers. Sebastian Ospina B.

consul general of Colombia, was among the guests.

That fabulous coffee cafe of Man-

ning's at Fifth and Market Street has disc jockey Don Sherwood broadcasting five days a week from the premises. The program runs from four to six, includes popular songs and plenty of ad libbing. The station is KSFO.

■ As of the time of this writing, Beck Rowe is passing through New York on his way to Brazil. Harvey Brockhage is in Mexico. A. Carlos, of E. A. Johnson, is on his way to his home in Brazil with stops at New York and New Orleans. Norm Johnson is studying Spanish, burning the midnight oil. Maybe he's next.

■ Paul Ahrens, of Irwin-Harrisons-Whitney, Inc., is making a trip through the East and Canada, to call on the tea trade.

■ The small boy thrills to the dream of riding the range, drawing a six-shooter, or throwing a lariat. The grown-ups are not much different, only they have a more realistic way of satisfying their thirst for adventure. The mounted patrol of San Mateo, deputized by the sheriff of that country, stimulates the imagination of the members and periodically takes them out onto the side roads of the state on riding jaunts. Ed Spillane just finished a term with the Patrol as captain, and in appreciation of his daring services, he was presented with a Benrus self-winding gold wrist watch.

■ ■ Walter Hellyer, of Hellyer & Co., Chicago, met with an automobile accident recently. He suffered a number of broken ribs, but latest reports are that he is recovering nicely.

■ Ray Bradt, of Los Angeles, was recently elected to the senior board of the Schilling's division of McCormick & Co., Inc. He will head the West Coast coffee operation of the company, which includes Ben Hur, Schillings and Golden West.

■ The conference rates of Camexco, Colpac and Asswesco on coffee have been raised \$5.00 per ton, which means about ¼ cent per pound added to the price of coffee coming into Pacific Coast Ports. Harold F. Gavigan, of B. C. Ireland, chairman of the steamship committee of (Continued on page 67)

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New York News

■ A coffee landmark of long-standing—since 1895, in fact—will soon be shifted. The New York Coffee & Sugar Exchange has sold its building and real estate at its present location on Beaver Street. It simultaneously signed a long-term lease for quarters in a new building which will be put up at the corner of Water and Pine Streets in about a year.

■ Front Street is welcoming William E. Waldschmidt, who has acquired the controlling interest in R. C. Wilhelm & Co., Inc., and is now its president and general manager.

Mr. Waldschmidt had been in charge of the Los Angeles branch of Otis, Mc-

The present Wilhelm staff, headed by Michael R. Caluzzi as vice president, is continuing unchanged.

■ Charles T. Ney has set up his own company with headquarters at 129 Front Street, as an agent for foreign and producing country principals and as a broker for the U. S. and Canadian trade.

Mr. Ney had been with the A. C. Israel Commodity Co., Inc., as manager of the coffee department, since 1952.

Before that he was with W. R. Grace & Co. From 1929 to 1941 he was with Grace on the Pacific Coast, after that he was at the New York headquarters. From 1946 to 1952 he was manager of the firm's coffee department.

■ ■ Andrew J. O'Loughlin, sole proprietor of O. F. Bayer & Co., Front Street coffee jobbers and importers, died suddenly last month at his home in Brooklyn. He was 53.

Mr. O'Loughlin had been ailing since

spring, but had become increasingly active during the year.

A native New Yorker, Mr. O'Loughlin started in coffee during World War I with Mitchell Bros. When that firm liquidated in the mid-thirties, he went into partnership with Otto F. Bayer.

Mr. Bayer retired in 1949, and passed away the following year.

■ Louis Gobioff, a "street man" with O. F. Bayer since 1938, has joined J. E. Carret & Co.

■ The White Coffee Corp., which roasts and packs Parker House Coffee for the restaurant and institutional market, is in new and larger quarters at 25-18 34th Avenue, Long Island City, N. Y.

To celebrate its move, the company is setting aside a section of the plant facing the street at the new address, and is posting a sign inviting the public to 'Give Yourself a Coffee Break."

For the first few weeks, the coffeetogether with doughnuts or cookies-will be given free to all comers.

Arrangements are being made for local newspapers to carry announcements of the coffee break service at the plant for the general public.

Those who like the coffee and want Parker House for their homes will be able to buy it in one pound bags.

At the new address, White Coffee has 14,000 square feet available for its factory and offices.

The packaging is being speeded up by a new Benco machine for filling and glue sealing bag coffee, and by a Stokes & Smith Transwrap unit for the "Silex" packs. The company also does private label packing for grocery outlets.

In coffee for 27 years, the firm is headed up by David White as president and Irwin White as treasurer.

■ ■ An expansion in its coffee activities is underway in the commodities division of the Indussa Corp. This division was recently moved from the firm's head-quarters at 511 Fifth Avenue to 96 Wall Street.

The company has handled African coffees for many years, but recently it expanded into Brazils and Colombians. The firm does importing and also serves as shippers' agents.

Heading up the coffee department is Charles L. Van Elst, vice president of the Indussa Corp.

Assisting him is John Colaciello, who is well known on Front Street. John was with Victor A. Cahill & Co. for 18 years, and was also associated for a short time with Reamer, Turner & Co.

■ Active in the coffee picture here now is John Holt & Co., Inc., a wholly owned subsidiary of an English house, John Holt & Co. (Liverpool) Ltd.

The New York company brings in African coffees—Ivory Coasts, Madagascars and Cameroons,

The coffee operations, underway since 1954, are being handled by Deryck S. C. Jones, executive vice president in charge of imports of raw materials.

Among the many other commodities handled by the firm are cocoa, spices and more recently, tea.

Founded in 1861, the parent company has always been exporting coffee from Africa, but before last year the markets were all European.

The diversified operations of the Liverpool firm also include ownership of a steamship line.

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New Orleans Notes

By W. McKENNON

- George E. Flettrich was recently elected president of the Merchants Coffee Co. of New Orleans, Ltd., at a meeting of the board of directors. He has been with the company since its inception in 1901. Also elected were Harry D. Hamilton, vice president, and Frederick Toledano, secretary.
- ■ Benjamin C. Casanas, organizer of the Merchants Coffee Co., Ltd., died at his home here at the age of 86. Mr. Casanas, born in New York, came to New Orleans in 1871, spending his lifetime in this city. He was president of the Merchants Coffee Co., Ltd., for 54 years.

Mr. Casanas was a past president of the National Coffee Roasters Association, served as president of the New Orleans Association of Commerce and the New Orleans Public Belt Railroad Commission.

He was vice president of the City bank branch of the Whitney Central Bank and Trust Co 1924 to 1928, and for many years was a director of the Southern Railway System.

Mr. Casanas is survived by his widow, the former Miss Hylda Weill; two daughters, Mrs. Donald E. Mac-Donald and Mrs. Frederick Toledano; three grandchildren, and two-great-grandchildren.

■ ■ The nominating committee of the New Orleans Board of Trade, Ltd., has named the following members for offices: Ben C. Pitts, president; Albert H. Hanemann of Hanemann and Cummings, first vice president; Harold Scherer, second vice president; James J. Meyers, Oulliber Coffee Co., third vice president.

Directors nominated were Kent Satterlee, Bright & Co.; P. G. Ricks, Adolph C. Ricks & Co.; H. T. Begg, Sr.; C. A. Bertel, Sr.; B. T. DeBardeleben; D. G. Drennan; C. E. Drumm,

Sr.; J. E. Farrell; N. D. Marshall; J. E. Power; L. W. Seeman; R. E. Stackpole, and H. A. Tabary.

■ ■ Anthony B. McLean, of H.L.C. Bendiks, Inc., went to New York from the coffee convention, for the holidays, and is again in the New Orlean office.

The annual holiday party of the New Orleans Board of Trade was held in the Exchange room, with Phil Ricks in charge of entertainment. Members report an excellent evening, which included dancing.

- Mr. and Mrs. Roland P. Witsell, of Memphis, Tennessee, were in New Orleans for the Sugar Bowl game.
- ■ Alan V. Bories, of J. Aron & Co., Inc., is presently on a business trip in the interest of his firm.
- Mr. and Mrs. Rodolfo Stahl, of Guatemala City, have been spending the last few weeks in this country and expect to return home shortly.
- E. A. Lafaye, of J. Aron & Co., Inc., has returned from a business trip.

Minneapolis

By HARRY P. RILEY

■ Lester J. Clark, general manager of the Nash Coffee Co., St. Paul, Minn., has been reelected president of the Northwest Coffee Association.

Other officers elected are: John Andressen, Arco Coffee Co., and John Lambros, M. B. Coffee Co., vice presidents, and Roger Leyh, Grover-Leyh Brokerage Co., secretary-treasurer.

St. Louis

By LEE H. NOLTE

■ At the last regular meeting of the St. Louis Coffee Club, held at the York Hotel, the annual election of officers took

Our new president is Jim O'Connor, Jr., of the O'Connor Coffee Co.; vice presi-

dent, William H. Petring, Jr., H. P. Coffee Co.; secretary, Jim McKenna, McKenna & Co.; treasurer, Don Hawken, Thos. M. Hawken & Co.

There was a good turnout and it was a fine meeting. The new officers were extended best wishes for the year.

Vancouver

By R. J. FRITH

- ■ In Vancouver, as also in other western Canadian cities, the patronage of automatic coffee vending machines experienced some growth in 1954. One manufacturer reports 25 such machines now operating in Vancouver, for a first year, with 35 operating in Edmonton, Alberta, the adjoining province.
- The W. H. Malkin Co., Ltd., pioneers in Canadian tea, coffee, extracts and associated industries, has completed the construction of its new warehouse and office building at 3337 Grandview Highway, in the easterly section of Vancouver. The building is entirely modern, including the new "towveyor" cable for fork lift trucks. The company will not sell its downtown seven story warehouse, but plans to use almost all of it for its developing coffee and tea processing plant, with area for storage.
- B. T. Estey, a son of the late Z. K. Estey, succeeds to the management of the Dickson Importing Co., Ltd., teas and coffees, Vancouver. The senior Estey succumbed to an attack of pneumonia while on a business trip to Winnipeg, in midwest Canada.
- E. J. King, manager of Malkin's tea and coffee department, was hospitalized for a short time. His trouble was not serious. Ernie, as his friends call him, is now back at his desk.
- The new concrete cylinders for storing green coffee, installed in the new Hudson's Bay coffee plant, are giving no trouble at all, according to J. L. Foster, manager of that department. The concrete cylinders are specially treated inside with a non-absorbent and

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- Shipping difficulties are the only headaches that Vancouver roasters are experiencing. It has been difficult to get satisfactory freighters up to Vancouver, at times, unless the cargo of coffee is very large. Roasters' prices for popular brands, are around \$1.20 to \$1.23, less trade discount, at this writing.
- ■ Biggest feature of the tea and coffee trade, at the moment, is the turmoil in the tea market. Prices have jumped by as much as ten cents on the pound. New export duties don't help. Although tea continues far less costly than coffee, the differential seems to be narrowing.
- Kelly, Douglas & Co. Limited has re-incorporated as Kelly, Douglas & Co. of Canada, Ltd. Opinion is that this presages an extensive development which will include the company's development of properties adjoining the head offices.

San Francisco

(Continued from page 63)

P.C.C.A., presented the coffee trade's opposition to increases to the conferences and to the Federal Maritime Board.

- ■ The Western States Meat Packers Association is meeting in mid-February at the Palace Hotel. The local chapter of the American Spice Trade Association, according to Frank Frelleson, will go allout to make themselves felt at the convention. They will have an exhibit and a "spice girl," as usual. Frank says they pick the girls so expertly, a former choice is now in big-time movies.
- ■ Harold Gavigan attended the board of directors' meeting of the American Spice Trade Association at the Waldorf Astoria in New York last month.
- ■ Ed Terry, coffee buyer for Boyd Coffee Co., Portland, was in San Francisco last month and among other people he visited spent some time with Harry Maxwell.
- The coffee trade mourns the death of Herbert Hecht, of D. Hecht & Co. He was a familiar figure at the conventions and meetings of coffee men, and had been in the importing business for many years.
- Joseph Rodrigo, formerly with the Bank of America and now with Otis McAllister, has been made a vice president of the company. He is heading up supervision of their foreign interests and offices. He has a very wide acquaintance with the people and problems of Latin America.
- ■ Bill Hughes, of Haas Bros., spent a short time in the Mt. Zion Hospital last month, and was relieved of a source of considerable trouble to his bodily equanimity. Bill explained at the time that he needed to build himself up to withstand the rigors of South American travel. We have never heard a coffee man yet admit he has a lot of fun on these coffee jaunts.
- Carl Lincoln, formerly manager of the Seattle office of Otis McAllister, and

later with the office of the company in San Francisco, resigned last month to return to his home city of Seattle and enter another business.

- Bob Manning walked right into it recently. His path led him, willingly no doubt, into the holy state of matrimony. Of course he is to be congratulated, but knowing Bob, she deserves a little of that, too. Alva Taylor Manning is a graduate of the San Francisco State College. In order to fulfill her ambition for a teacher's certificate, Alva is now teaching first Schoolgrade at the Francis Scott Key School in San Francisco. There is coffee in the family, for Alva's sister, Roberta, works for the Alexander Balart Co. and is the wife of Don Harvie, of Otis Mc-Allister. Bob and Alva spent their three weeks honeymoon in the Hawaiian
- Walter and Mrs. Granicher recently completed a trip to Colombia, El Salvador and Guatemala. While in Bogota, Walter had a talk with Manuel Mejia, manager of the National Federation of Coffee Growers. "Colombia is a very beautiful country," Walter says, "with many natural resources. The people seem extremely prosperous. The coffee crop was somewhat retarded because of weather conditions, but otherwise it has good prospects."

"While in El Salvador he met Bill Nichelman of the S. F. Pellas Co.

■ ■ The Weldon Emigh Co. has moved into new quarters in the front end of the third floor at 150 California Street. The offices were newly decorated for their comfort.

The Spice Islands Company qualified for the Richfield's TV broadcast, "Success Story." The oil company has been presenting on television, for about a year, the story of local firms whose achievement has been outstanding. Only one representative from an industry is chosen. The broadcast was over KGO-TV. The show centered on the glamor of the spice industry, its history, and Spice Islands' relation to it.

Bob Day of NBC walked through the plant with Frederick Johnson, interviewed various plant personnel, like Fred Caligiuri, manager; Bert Van Cleve, sales manager; Wallis Reese, tea buyer; Haiden Richie, and others. The camera pried into pepper cleaning, herb processing, tea tasting, grinding rooms, bottling lines and the gift package department. The audience was estimated at 1,000,000 people, and the reaction was very satisfactory. The broadcast was a great promotion for Spice Islands, and as one man in the trade said, "Spice Islands has been a great promotion for the spice business."

■ ■ Charles S. Martin, for many years manager of the San Francisco office of the Henry P. Thomson, Inc., died recently after a lingering illness. He was with the firm when it was the Anglo-American Tea Co., and was later with the Carter, Macy Co. and Irwin-Harrisons-Whitney, Inc.

Returning to Anglo-American in 1925, he opened their Chicago office.

He was a Canadian by birth, came to San Francisco in 1940 and leaves a widow. The management of the office is being carried on by Eugene Lynch.

■ Paul Mitsch, who made his appearance at the Christmas party of W.S.T.A., was merely renewing old friendships, for he had been for many years very active in the tea trade. While his heart is still in the tea business, he took advantage of an opportunity by associating himself with Elder & Co., of San Francisco, who sell handling equipment for warehouses. He has sold such items as conveyors and other handling equipment to M.J.B. and Schilling's, and is lining up others among the tea packagers.

Southern California

By VICTOR J. CAIN

- Mr. and Mrs. Charles E. Mack, of the E. B. Ackerman Co., Inc., recently returned from Guatemala, where they had spent close to three weeks. They returned via Miami, stopping over for several days to visit with their daughter Carol, who is residing at present at Palm Beach, Florida.
- W. B. (Beck) Rowe, of Bunge Coffee, Inc., recently made a visit to Los Angeles to call on local coffee roasters. Bill Gloege, local representative of Bunge, accompanied Beck on his rounds.
- Mr. and Mrs. Ted Lingle, Mr. and Mrs. Bill Waldschmidt and Len Koppel saw the old year out and the new year in at the wonderful vacationland, Las Vegas.
- Fred De Bow, of W. R. Grace & Co., recently spent several days in Southern California calling on the trade.
- Bill Waldschmidt called all the coffee people in Los Angeles to bid his farewell prior to leaving for New York. Bill has taken over the operation of R. C. Wilhelm & Co., in New York. We wish all the best to Bill in his new venture.
- Weldon Emigh, of the Weldon Emigh Co., Inc., recently came to Los Angeles to call on the trade.
- The Los Angeles Coffee Club held its annual Christmas party at the Chapman Park Hotel. This year the golf tournament was eliminated, but it in no way detracted from the gaiety and fun which usually accompanies this annual affair.

Lorrie Moseley, President of the club for the year 1954, acted as chairman for the dinner. In his short address, Lorrie thanked his officers—Herman Landon, Bob Olisar and Walter Dunnfor their effort in making this affair such a great success. Also, he announced the new president for the coming year to be Walter Dunn, and as vice presidents, Herman Landon and Jim Knecht. The secretary-treasurer is Dick Moseley. As usual, there was a distribution of beautiful door prizes.

■ Royal Frew, of the Mello-Cup-Coffee Co., spent several days in Los Angeles.

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